

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 22.

NEW YORK AND CHICAGO, NOVEMBER 25, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

CO-OPERATION

The Manufacturer Aids the Dealer Sell His Goods, While the Jobber Does Nothing for Him, Says a Western Stationer.

IN the letter printed below the writer cites his experience in buying from the manufacturers direct, and says that their co-operation in the way of good advertising matter for his windows is in striking contrast to the methods used by the jobbers. See page 21 for the picture referred to in Mr. Winfield's letter.

Grand Junction, Colo.,
November 17, 1911.

Editor THE AMERICAN STATIONER.

Dear Sir: As a progressive stationer, I take pleasure in sending you a photograph of my show window as trimmed with Crane's "Linen Lawn." I could go into a letter of probably too many words were I to delve into the various phases of business co-operation as advanced by the manufacturer, and as *not* advanced by the jobber.

THE E., C. & P. PAPERS.

I will say that the enclosed photograph serves to show what can be done with a show window, where selling commodity is backed with some advertising matter of as good character as the commodity. Eaton, Crane & Pike sell high-class stationery, and the advertising they prepare for window trims is of the same material, i.e., Crane's "Linen Lawns" or other papers of their manufacture.

When I purchased this business six months ago from E. B. Lutes & Son, paper as high in price as Crane's had never been handled here. Modern show windows, trimmed under this plan, has been responsible, in connection with the good goods and co-operation of the makers, for a business, since my opening, of several hundred dollars to the sellers of the above papers. So much for educational work for the manufacturer, and so much for the business the dealer has secured that he otherwise would not have had.

OLD HAMPSHIRE BOND.

Another comparison: Old Hampshire Bond, a paper advertised in your columns, a paper with a self-selling character and a firm behind it that also realizes the advantages of real co-operation with the dealer.

This paper had never been sold in Grand Junction—city of 10,000 population (and, by the way, is not sold in Denver as yet)—until I put the line on my shelves. The fine character of the advertising furnished by the Hampshire Paper Company has given this paper an impetus that has given that firm three orders, each one double in amount of the one previous, and the opening order was about \$50. Result: Not a box of jobber-line stationery have I purchased, due to the fact that I have an established business in a trade demanding *two lines* of paper, knowing them by their real name, and not a class of trade "dropping in" to "look over" what I have in box paper!

POLICY COMPARED—THE JOBBER.

A dealer gave a certain well-known jobber an order for three hundred volumes of popular copyrights and late copyrights, requesting advertising matter for windows and walls. Upon receipt of this shipment of books a mass of various advertising posters were found, which upon investigation proved to be a mass of material that had cost the publishers real money; but out of this mass of matter three posters were found that advertised the books ordered in this dealer's order of three hundred volumes! It cannot be wondered at that some manufacturers have adopted the direct-dealing method, gaining thereby; also it cannot be wondered at that some manufacturers wonder why they do not get the results from the "jobber" campaigns they carry on at some expense. In conclusion, will say that while one, especially a small dealer, has to buy from the jobber, nevertheless, real co-operation is not received at his hands, nor is the real price any inducement.

The writer has traveled on the road some ten years, has had about the same time in
(Continued on page 6.)

PRICE-CUTTERS

The Trade Rises to Ask for Authorities for the Opinion that a Manufacturer Might Enjoin Price-Cutting Retailers.

THE correspondence printed below all grew out of the *opinion* ventured by Elton J. Buckley, author of THE STATIONER'S legal articles that a suit in equity could be brought and an injunction might be obtained against a retailer (not under contract to maintain prices) for cutting a manufacturer's prices below the profit yielding point. As this opinion seemed to be diametrically opposed to all the decisions on this question, it is not to be wondered at that THE STATIONER was bombarded with letters asking for Mr. Buckley's authority for such an opinion. The correspondence on the subject speaks for itself:

OUR LETTER TO MR. BUCKLEY.

MR. ELTON J. BUCKLEY,
Land Title Bldg., Philadelphia.

DEAR SIR: Enclosed please find a copy of letter which brings up a question which occurred to the Editor of THE AMERICAN STATIONER when he looked over your article previous to publication. This letter is from one of the most prominent men in the trade.

Will you kindly send us as complete an answer to the enclosed inquiry as possible, as the stationery trade, in common with many others, is vitally interested in the question as to what extent a manufacturer of an unpatented article can control the retail price of his goods. This is a very important question, and many of the leading manufacturers in the stationery line are seeking all possible information in regard to it. For this reason we are particularly interested in this matter and will thank you to go into the question just as fully as the facts warrant.

Hoping to hear from you at an early date, we remain,

Yours very truly,
LOCKWOOD-TRADE JOURNAL CO.

COPY OF LETTER FROM MR. GIBBS.

LOCKWOOD TRADE JOURNAL,
Mr. G. W. Jones, Treas.

DEAR MR. JONES: Referring to the article of Elton J. Buckley on "Price Cutters," which appeared in the October 28 issue of THE AMERICAN STATIONER, have read this article with considerable interest. I note that it is Mr. Buckley's opinion that suit could be successfully brought by a manufacturer to enjoin a dealer from quoting prices on such manufacturer's goods that were below the cost of handling.

Is it possible for Mr. Buckley to quote an instance where such a suit has been successfully prosecuted?

The strenuous efforts made by certain manufacturers to maintain prices on their products and the lengths to which they have gone to accomplish this purpose is a matter of history, and it seems very strange to me that if the law permitted any such recourse as mentioned in this article it has not been taken advantage of before now.

With kind regards,

Yours very truly,

(Signed) FLETCHER B. GIBBS.

Chicago, November 10, 1911.

MR. BUCKLEY'S ANSWER.

In answer to our letter, in which we enclosed a copy of Mr. Gibbs' letter, Mr. Buckley wrote as follows:

Answer.—I know of no case which has been decided along this line and I said so in the article which I wrote on the subject. So far as I have been able to learn, and I have searched most diligently, I have found no case on record in which the principles involved have been passed upon by any Court. That a manufacturer in the case which I outlined in my article would have a right of action against a cutter who is not under contract is entirely a legal theory of my own, and I may be wrong, although I feel quite clear and strong about it.

SECRETARY BYERS ALSO INTERESTED.

ELTON J. BUCKLEY, Esq., Attorney-at-Law,
Care THE AMERICAN STATIONER.

DEAR SIR: My attention has been called to an article published under your signature in THE AMERICAN STATIONER on October 28 concerning the possible right of a manufacturer to prevent the sale of his product by a retailer at cut prices, and I take the liberty of writing in the hope that you will be kind enough to give me the benefit of your views in somewhat greater detail than is afforded by the article in question.

On page 22 you suggest that the manufacturer might obtain an injunction against the retailer, first, because of irreparable injury sustained by him. I am not quite clear that this is so, because it seems to me that to a certain extent at least the cutting of retail prices would tend to increase the demand on the part of the public for the article, and the business which the manu-

facturer would lose from retailers who would not meet the cut rate might well be compensated by the increased consumption originating in the store of the cutter. Further, it would seem that in any event the manufacturer might protect himself by withdrawing a quantity price and thus render it impossible for a large purchaser to buy at more favorable terms than his small competitor. If you know of any decisions to the effect that under the circumstances shown the manufacturer would be suffering irreparable injury, I hope that you will have the kindness to refer me to them.

You further suggest that the retailer would be exceeding his rights in selling the product below his own cost. If there is any authority for the suggestion, I believe it ought to be called to the attention of merchants at the earliest possible moment. There can be no doubt that much real injury is caused to the community at large by price cutters, and if there is any judicial determination upon the subject, I should be very much interested in following it up.

You also refer to the reasons for granting a preliminary injunction, and I presume that you intend to distinguish between that remedy and an action in equity for a permanent injunction. I thought that you might have some reason for making this distinction, which is not disclosed in the text by reason of some particular decision which you may have in mind.

I am frank to say that the entire reasoning disclosed in the case of Miles vs. Park & Sons, 220 U. S., 372, so far as the prevailing opinion is concerned, seems to be opposed to the suggestion that a manufacturer might obtain an injunction for the purpose of controlling retail prices in the hands of dealers to whom his products are sold, and I hope that you will have the time and the inclination to send me a few lines pointing out my mistake.

Yours very truly,

(Signed) MORTIMER W. BYERS,

Counsellor-at-Law,

41 Park Row, New York.

November 16, 1911.

MR. BUCKLEY'S ANSWER TO MR. BYERS.

MORTIMER W. BYERS, Esq.,

41 Park Row, New York.

MY DEAR SIR: Yours of the 16th inst. in re an article written by me on "A Manufacturer's Rights Against Cutters Not Under Contract," and published in THE AMERICAN STATIONER, is received and carefully considered. I seem to have been unfortunate in not being able to make clear the theory which I intended to advance in the article in question. I have received a considerable number of communications regarding the article in question, and some criticisms, but every person who has written or spoken to me on the subject makes what I consider the error of assuming that the decisions in the Miles case, the Electric case, etc., apply to the case which I out-

lined. In my view those decisions do not in the least apply, for the reason that every one of them considers in some phase the question whether a contract to fix price can be upheld.

The suppositious case which I cited in my article comprehended the wanton public cutting of a price by a retailer, for instance, to a point below his own cost, either for the deliberate purpose of demoralizing the business of the manufacturer whose product he should cut, or for the purpose of attracting trade to himself. Whatever the motive, the result to the manufacturer's business would be complete demoralization through the fact that other retail distributors, unable and unwilling to meet the price—which they would have to meet if they were to make sales—would practically cease to handle the product at all. Thus distribution would in part cease, with the inevitable result to the manufacturer of loss and demoralization.

It is true, as you suggest, that the cutting of prices would increase the demand, but if dealers acted upon their usual and justifiable plan of refusing, so far as they can, to sell merchandise that pays them no profit, the increased demand would find no adequate channels through which it could be satisfied. Moreover, no manufacturer would willingly concentrate his distribution in one store. Your suggestion that the manufacturer might protect himself by charging the large buyer as much for his product as he charged the small also seems to me not to reach the point, for I am considering cases where the price-cut would be deep and wanton and would not depend on cost price at all.

The question which my article raised was whether a manufacturer who suffers such an injury as this, or who sees himself likely to suffer it, must lie helpless and take it, or whether he can appeal to the courts to grant him an injunction against the cutter, by reason of the certainty of irreparable injury if the injunction were refused. I believe that the Court would listen to such a plea, and would be much inclined to grant it, first, because the injury in such a case would be absolutely beyond the possibility of speedy repair—irreparable, to use the legal term—and, second, because no ordinary action at law for damages could begin to restore to the injured party what he had lost. I am unable to cite any cases in support of this theory, however, because there are none on the subject, either pro or con. So far as I have been able to find, the exact theory which I am propounding has never been considered by the courts at all.


Yours very respectfully,

(Signed) ELTON J. BUCKLEY

Philadelphia, November 19, 1911.

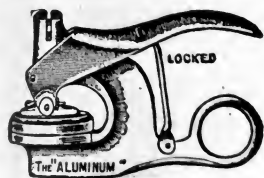
Following the above correspondence we again wrote Mr. Buckley, and received the reply printed herewith:

(Continued on page 8.)



Crane's Ladies' Stationery.
 Of well-known Merit
 Yield a Profit to Dealer
 Sold by Booksellers
 — and Stationers
Z & W M CRANE
 Dalton Massachusetts USA

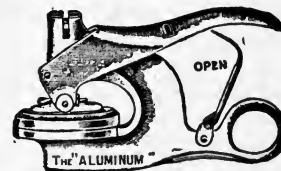
Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE MOST POPULAR **POCKET SEAL** ON THE MARKET

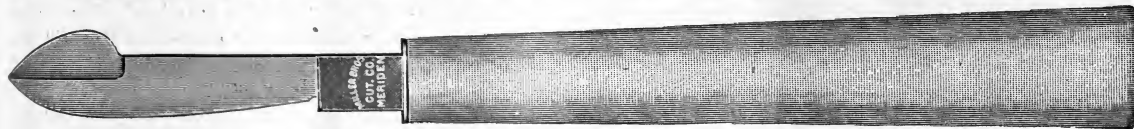
The "ALUMINUM"

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date Dealers, or Write to **MEYER & WENTHE, Engravers,** For Trade Discounts, 31 N. Dearborn Street, CHICAGO

MILLER BROS.' INK ERASERS are the Standard



Made in different shapes and handles of all styles

For sale by all leading Jobbers and Commercial Stationers

OUR TYPEWRITER RIBBONS AND CARBON PAPERS

REPRESENT THE *VERY BEST* IN THE LINE OF THESE **COMMERCIAL NECESSITIES**

YOU SHOULD NOT USE *LESS* THAN THE BEST TO MAINTAIN **MODERN EFFICIENCY**

WE *LEAD* THE WORLD IN *OUR LINE* BECAUSE:

WE FILL EVERY REQUIREMENT
 WE SUIT EVERY PURPOSE



MITTAG & VOLGER, Inc.

MANUFACTURERS FOR THE TRADE ONLY

Principal Office and Factories, **PARK RIDGE, N. J., U. S. A.**

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES—In every part of the world; in every city of prominence.

TRADE BRISK

St. Louis Stationers Report that November Business Has Been Quite Brisk—All Hands Are Pushing Holiday Lines.

(From Our Regular Correspondent.)

St. Louis, November 20, 1911.—November business in the stationery field has been quite brisk. The weather has been fair, with a touch of frost which seems to inject new energy into most people. Things are very busy in the shops, taking care of present business and planning the holiday campaign, which is to commence very soon.

PUSHING HOLIDAY GOODS.

Many stores are advertising at this time what they have to offer for the Christmas shopper. In the stationery field preparations are under way to do a large volume of holiday business. From the present indications the stationers are going to get more than their share of Christmas business this year. Several of the local houses have issued special Christmas catalogues, showing what they have in the way of gifts. These are distributed locally and out of town and are good business getters. Each year the local dealers extend greater efforts to receive a bigger slice of holiday business, whereas formerly they were content to leave the same to department stores and places which catered to shoppers. This fact marks the disappearance of the old-time stationery store in the modern field of business.

The local book dealers are receiving a good share of business and are well prepared to take care of their holiday trade, which is always sure to come. Their stocks at this writing are very complete and up to date.

WINDOW DISPLAYS OF DENNISON GOODS.

Nearly all the local stores are showing this week "Dennison's" line of mucilage

and paste in their windows. The company had their window trimming force at work, and their efforts were most successful. All the windows were skilfully arranged, which caused much comment from the observing public. The clerks of each store were given a talk by a competent salesman on the good qualities of Dennison's goods. The sales were very gratifying and amply repaid those who labored hard to introduce Dennison's line to the public.

W. H. CURTISS LIKELY TO RECOVER.

W. H. Curtiss, former manager of Woodward & Tiernan Printing Company, who attempted to commit suicide recently, as reported in last week's paper, is improving to such an extent that the attending physician holds strong hope of his recovery. Following an X-ray examination the two bullets were removed several days ago, and unless the unforeseen happens he is expected to fully recover. Several of the trade members have visited Curtiss at the hospital, but he talks very reluctantly and will give no reason why he wished to take his life.

STATIONERS' CLUB TO HOLD BANQUET.

The Stationers' Club is planning to give a banquet some time in January. A committee has been appointed to arrange the affair, and they expect very soon to be able to set the date, which in all probability will be very near Chicago's. In that event the Eastern visitors will be able to attend two big "feeds" at the same time.

NEW PRICE BOOK TO BE ISSUED.

Copy has been given to the printer for the new price book the club is issuing. This is a pocket affair for clerks in the stores and street men to use. All the prices recommended by the National Catalogue Commission are contained in the book and are all lived up to.

It is now a year since St. Louis adopted the recommended national prices. Although the former prices were in many cases

higher than the recommended prices, yet for the sake of uniformity the national prices were adopted. It is hoped that other cities and especially Chicago will adopt and get the prices recommended by the National Catalogue Commission.

RUBBER STAMP MEN TO ORGANIZE.

The rubber stamp dealers and manufacturers of St. Louis are forming an organization to protect their interests.

Mr. William F. Gildea, of the Falconer Company, of Baltimore, was a visitor in the city recently. Mr. Gildea spent several pleasant hours visiting the trade during his short stay.

Among the numerous traveling men who visited the trade on their last trip of this year were: J. W. Willmore, of Cooke & Cobb Company; J. E. Colton, of Eaton, Crane & Pike Company; Mr. Peeton, of Crescent Brass & Pin Company; F. G. Wilschach, of Kimpton, Harbottle & Haupt; W. H. Troupe, of Henry Bainbridge Company; C. K. Wadham, of Z. & W. Crane; C. E. Gowdy, of Richard Best Company; E. F. Perry, of Weeks Numan Company; J. H. Hildreth, of Esterbrook Pen Company, and A. S. Richter, of American Pencil Co.

Advance cards have been received from Harry L. Murdock of the Irving Pitt Company. SOUTHWEST.

CORPORATION

(Continued from page 3.)

advertising experience and makes use of a mailing list to good advantage, but is short on window trimming suggestions, which I am constantly in search of. How to decorate windows is something that will appeal to any wide-awake dealer, so if you can dig up a weekly window trim, with directions *how to do it*, believe me you will see a bunch of compliments as a result of the suggestions.

Very truly,

(Signed) E. FRANK WINFIELD.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES

WHITING PAPERS ARE STANDARD

EGYPTIAN NO. 5

is the latest and most up to date size for business uses—oblong single sheet—just the proper size—with an oblong square flap envelope to match. Supplied in any Whiting paper but Whiting's Woven Linen and Bond papers are recommended as especially suitable. Stationers who cater to business men will find in this size a departure from the conventional which adds dignity to commercial correspondence.

WRITE FOR SAMPLES

Whiting Paper Company

New York, 148-150-152 Duane Street
Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.



TOWER MANUFACTURING & NOVELTY CO.

306-308 BROADWAY, NEW YORK CITY, N. Y.

WHOLESALE STATIONERS

Elasta Celluloid Tooth Picks. Why do you not use them? They are antiseptic and hygienic.

2003-23, 2 $\frac{3}{4}$ ins., transparent, 10 picks in a package, 50 packages in a neat hinge cover pasteboard box, per box \$2.00.

2003-22 are the same as 2003-23 only white, per box \$2.00.

2003-20, 2 $\frac{1}{4}$ ins., transparent, 10 picks in a package, 50 packages in a neat hinge cover pasteboard box, per box \$1.50.

2003-19 are the same as 2003-20 only white, per box \$1.50.

2003-18, 2 $\frac{1}{4}$ ins., assorted 16 picks in a package, 40 packages in a neat hinge cover pastboard box, per box \$1.20.

2003-17, same as 2003-18 only transparent, per box \$1.20.

2003-16, same as 2003-18 only white, per box \$1.20.

2003-10, 2 $\frac{1}{4}$ ins., white one celluloid holder and 10 picks in a sliding box, 12 boxes in a carton, per dozen boxes 90c.

2003-6, same as 2003-10 only one celluloid holder and 6 picks, per dozen boxes 75c.

2003-4, same as 2003-10 only one celluloid holder and 4 picks, per dozen boxes 60c.

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN. N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

The Right Kind

of economy, is getting the *best* that your money can possibly buy. No one will dispute that; it's ordinary common sense.

Now *the best* in any line, always means goods that are to be depended upon, that represent in dollars and cents the value that is in them.

It's true in Blank Books as it is in any other line of goods. Of course you cannot appreciate that such is the case if you are not handling

SHAW'S

Seventy-one years of successful business experience stand back of them

The J. G. Shaw Blank Book Co.

261 - 267 Canal Street

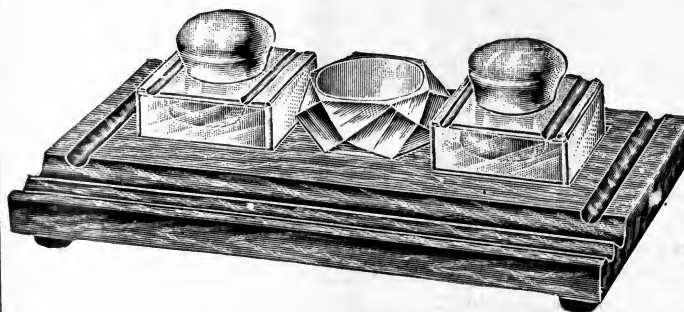
New York

1840



1911

No. 444 Dome Library Inkstand



Price Complete
\$2.35 Net

THE WEEKS-
NUMAN COMPANY
Original Originators
39-41 Park Place
New York City



You Can't

Buy Time.

Spend what you have wisely selling

U. S. Treasury

Inks, Mucilage and Paste

WM. A. DAVIS CO.

Send for Catalogue.

Boston

MILES S. RICHMOND, TREAS.

Hoge Goes with Thaddeus Davids Company.

The trade, the New York portion of it especially, will be much interested in the announcement that Hampden Hoge is now the New York City representative of the Thaddeus Davids Company, the well-known ink manufacturing company, whose office and factory are at 95-97 Van Dam street, that city. The deal, which is considered a clever piece of business on the part of the company, was completed late last week.

The sudden death of Stephen T. Buckingham a few weeks ago left the company in somewhat of a predicament as "Steve," as he was popularly called, was ideally qualified for the position of New York representative, which he had held with the company for over three years. To secure the services of another "winner" was the problem that confronted the officials of the company. As can be seen by the result they lost no time in finding just the man they wanted.

Hampden Hoge, the new member of the Davids selling force, has been in New York about thirteen years, having gone there from Richmond, Va., his home city. He was for six years buyer of stationery and kindred stocks for Wanamaker's store. Then he started on his own account as a manufacturer's agent. Later he became a member of the firm of Duryea & Hoge, which after a time became the Hoge Manufacturing Company. Although this company has made a pronounced success, Mr. Hoge thought he saw even "larger money" in some new lines, so he sold his stock in the company a few months ago to devote all his time to his new ventures.

Mr. Hoge has the advantage of knowing personally a large number of buyers, which acquaintanceship will be of great value to him in his new position. He also has a winning personality, which of itself is quite an asset. In view of these facts the energetic officials of the Davids company are



HAMPDEN HOGE,
New York Representative of the Thaddeus Davids Company.

satisfied that their selection was a wise one. Many stationers will agree with them.

The Value of Quality

All works of quality must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest. They

are attended with much less profit to the artist than those things which everybody calls cheap. Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at small expense. A composition for cheapness, and not for excellence of workmanship, is the most frequent and certain cause for the rapid decay and entire destruction of arts and manufactures.

PRICE CUTTERS

(Continued from page 4.)

AMERICAN STATIONER,
New York City.

GENTLEMEN: Answering yours of the 17th inst. I contend positively that there has never been a case tried in any of the courts of this country, so far as I have been able to learn, in which the principles discussed in my article on price cutters have been decided. All of the cases which you cite with which I am entirely familiar were based upon some form of contract. I took occasion to say in my article, and repeat now, that the cases which I discussed were those in which no contract would figure, but which would appeal merely to the equitable consideration of the Court; whether or not a price cutter who was under no contract obligation to the manufacturer would be allowed to injure the manufacturer's trade by cutting the price to a point where other dealers would refuse to handle the goods. No matter what your correspondents say or what you say, I repeat that that principle has never been passed upon by any Court and that there is enough in it to warrant me in taking the stand which I took and still take.

Yours very truly,

(Signed) ELTON J. BUCKLEY.

November 20, 1911.

Hitch Up These Two Giants!

The consumer's insistent demand is for a pencil that looks well, sharpens easily, writes smoothly and seldom breaks.

The retailer's insistent demand is for a pencil that moves itself—for something that will not collect dust on his shelves.

DIXON'S AMERICAN GRAPHITE PENCILS

have always satisfied their most exacting users because they are first required to meet the inspection of a more rigid judge—an ideal.
Dixon's American Graphite Pencils have the splendid power of national advertising behind them—behind you! Hitch the Dixon Advertising—plus Dixon quality—to the sales end of your business—it pays well!

Have you a catalogue?

JOSEPH DIXON CRUCIBLE COMPANY, JERSEY CITY, N. J.

NEW YORK
BOSTON

PHILADELPHIA
PITTSBURG

CHICAGO
BUFFALO

SAN FRANCISCO
BALTIMORE

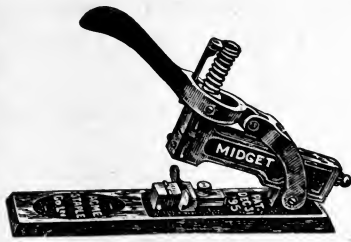
ST. LOUIS
ATLANTA

AN EFFECTIVE SOLUTION

of the perplexing problem as to how to bind papers together *properly* is an

ACME FASTENER

Every office has use for one or more—equally as good for ticketing samples as it is for binding light fabrics, papers, etc., together, in a word the BEST.



PATENTED

THE MORE ACME'S YOU SELL THE MORE PLEASED CUSTOMERS YOU WILL HAVE

Made in Several Styles



PATENTED

ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.
ALL THE LEADING JOBBERS SELL THE "ACME LINE"



We are the Largest Manufacturers of Stationer's Tin Goods

in the United States. We always have a large stock on hand and are able to make prompt shipments on any sized order. Try us on your next order and we will surprise you—not only in prompt shipment but the quality and price of the goods.

SEND FOR CATALOG.

MERRIAM MANUFACTURING CO., Durham, Conn.

150 YEARS IN BUSINESS

In order to commemorate this event

A. W. FABER

is placing on the market exceptionally high grade

"JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices. Have you a stock of this new and unusual line on hand?

WRITE FOR SAMPLES AND PRICES

A. W. FABER

Established 1761

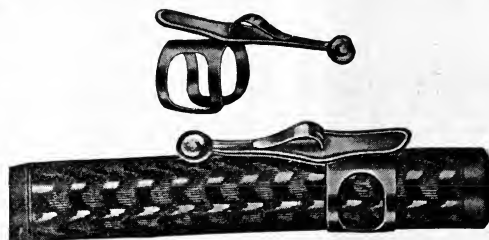
Newark, N. J.

OLDEST AND LARGEST LEAD PENCIL FACTORIES

The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

Sold by all leading jobbers.

L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.

MARCUS WARD'S "BON AMI" GREETINGS

A refined medium for extending seasonable greetings to friends. The Greetings are plate printed in Script and can be had with or without the further embellishment of a holly spray, poinsettia, forget-me-not, or violet stamped in natural colors in the corner of the "Bon Ami" Greeting envelope. A plain visiting card is enclosed in each.

"FRIENDSHIP" GREETINGS are similar to the "Bon Ami" Greetings but with the engraving on the enclosed card and the floral stamping on the envelope.

Samples and prices can be had upon application or may be seen at our New York salesroom.

New York Office
369 Broadway
Telephone 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

Office and Factory
116-124 Thirty-ninth Street
Brooklyn, N. Y.
Telephone 3804 Sunset



THE THREE RIVAL FOUNTAIN PENS
RIVAL NON-LEAKABLE
Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard on barrel, release and pen is filled. No metal parts corrode or rot rubber seal. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade. Export trade solicited. Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen. D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK

We Have Moved Our Brooklyn Factory and New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

OUR NEW TELEPHONE NUMBER IS 5980 and 5981 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



Eberhard Faber F Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - New York

TRADE ITEMS

With the single exception of that from Chicago the trade reports this week are favorable. In that city, however, business is not up to expectations, for which no doubt local conditions are to blame. In Boston, Philadelphia and St. Louis trade seems to be satisfactory, with the conviction general that the biggest holiday trade ever done is in store for the stationers during the month of December. This optimism goes a long way towards offsetting any temporary setback due to a week's bad weather. New York stationers have no great complaint to make over the volume of business done in November, although for the greater part of the time they were complaining. Just now the complaint is not so much on the score of business as it is over collections, which are slow indeed. All the trade agrees on this point.

A noteworthy window display on Broadway, New York, this week, is that in the store of Eugene H. Tower, Inc., 336-340 Broadway. This concern has recently taken in the store next door to its old location, and now enjoys spacious windows facing on Worth street. The display above referred to is in the window of the old store. It is a joint display of Davids' inks, Blaisdell paper pencils, Hunt round point pens, and Twin Grip clips. The combination of an assortment of each company's goods, well arranged, makes an effective show.

The McMillan Book Company has transferred its New York City office, formerly at 320 Broadway, to Syracuse, N. Y., where the home office and factory of the company are located. The change will not interfere with the company's being able to look after the New York City trade as carefully as heretofore, for after all Syracuse is not so far from Broadway that shipments cannot be made promptly, while on the other hand

the change will no doubt be looked upon with favor by dealers who carry a full line of the concern's goods. The company issues a fine catalogue of its ring books and other loose leaf books, which can be had by responsible dealers upon request.

The Depot Quartermaster for St. Louis is inviting proposals to November 28 for the following items:

600 gross rubber bands; 7 dozen desk baskets; 10 dozen blank books; 480 memo. books; 12 dozen erasers; 1,364 boxes paper fasteners; 48 band daters; 600 order files; 10 dozen desk pads; 5,500 scratch pads; 2,500 sheets blotting paper; 10,000 sheets semi-carbon paper; 25 reams legal cap paper; 100 reams mimeo impression paper; 100 reams unglazed typewriter paper; 216 typewriter ribbons; 144 office rulers.

Business men engaged in all lines of industry and trade requiring much haulage and delivery of goods or materials, will have the best chance that has ever occurred to make a study of motor trucks and delivery wagons in New York next January. From 10th to 17th of the month, there will be gathered together in the Grand Central Palace the most improved models of these machines produced by thirty-five or more different manufacturers. Many of the makes are wholly new to the general public, while most of the companies that have made displays before have added brand new models to their lines.

The New telephone numbers of the Gresham Blank Book Company, now located at 316 Hudson street, New York, is 5980 and 5981 "Spring."

Harry Taylor, a stationer and news-dealer, with a place of business at 109 Patchen avenue, Brooklyn, N. Y., bit on something hard the other evening as he was eating oysters, and now he is \$200 richer. The something proved to be a black pearl of the size of a pea. He took

it to a Maiden lane pearl expert, who told him that \$200 was waiting for him any time he wished to part with his pearl. Mr. Taylor took his pearl back home to think it over.

Asserting that highly paid teachers in the Milwaukee public schools spent about an hour each week sharpening pencils for pupils in the first, second and third grades, J. R. Bayley, supervisor of penmanship, public schools, Thursday afternoon told the educational committee of the school board that pencil sharpeners were needed. He said one machine in each school building would be an economy. Mr. Bayley also informed the committee the writing of pupils in the schools was better in many instances than that of the teachers, and he urged that penmanship publications be subscribed for in order that teachers might improve their work. Neither matter was taken up by the committee, only two members of which were present.

The organization of the Cumberland Cedar Mills has been perfected at Shelbyville, Tenn., with a capitalization of \$50,000. The offices of the company will be located there while the manufacturing plant will be located at Chapel Hill. The company will manufacture cedar pencil slats for export to Germany, where they already have a contract for their entire output. Six acres of ground have been purchased at Chapel Hill, upon which the mill building will be erected, and ten acres have been leased upon which to store cedar rails.

Two new industries commenced operations at Berlin, Ont., this week, and will provide employment for twenty-five hands. A local company of prominent citizens of the same place has purchased the Canadian right to manufacture 25-cent fountain pens, and the machinery is being installed this week. Ten to twelve men will be employed and 500 dozen fountain pens will be turned out weekly.

The Distinguishing Features

between Hurd's Fine Stationery and others—its color, texture, quality, and style—are what make it first in the hearts of those who discriminate; for all of these points in which it differs from, and is superior to, all other makes, are indicative of the user's personal tastes.

Build your department or store on the stationery with "Hurd's Name in the Paper," and your success and reputation will be assured. These goods will make and hold for you that trade which will always seek the best.

For those who have stamping facilities, we have a particularly handsome and exclusive line of blank folders for Season's Greetings. These are imported by us and are of a beautiful brown shade, paneled in front, and with gold beveled and serrated edges. They have inserts and envelopes to match, and are tied with brown satin ribbon.

HURD'S
FINE STATIONERY

GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

A petition in bankruptcy has been filed against Herman Dwin and Harry Ponaroff, who compose the firm of Win & Ponaroff, dealers in cigars and stationery at 1425 St. Nicholas avenue, New York, by Samuel Gordon, a creditor for \$750. It was alleged that they are insolvent and that a large part of the stock was removed on Sunday night last. Judge Hough appointed Martin S. Cohen, receiver of the assets which are estimated at \$600.

Meyer Fractman has rented a store at 25 South Dearborn street, Chicago, which he will occupy as a post card and novelty shop.

Thomas Hall, a pioneer inventor and builder of typewriting machines, died Sunday at his home in Brooklyn, N. Y. He was born in Philadelphia in 1834.

A petition has been filed against the W. W. Hinton Company, dealer in stationery and toys at Nyack, N. Y., by these creditors: Baker and Taylor Company, \$194; L. H. Mace & Co., \$250; and Tower Manufacturing and Novelty Company, \$62. Judge Holt appointed F. S. Edick receiver.

A fire which started in the stationery store of Louis Klein, of Newark, N. J., last week, did about \$700 damage.

Maurice A. Peyser, cigars and stationery, 659 Warren street, Boston, Mass., has assigned for the benefit of creditors to Henry Fonseca.

A new stationery store has been opened to the public at 38 West Second South street, Salt Lake City, Utah. A complete and attractive stock has been collected for convenient selection by office and business men. Mr. Shields, for some years manager of the Breeden Office Supply Company, is in charge of this new store, to be known as Shields Stationery Company.

John Frank Coughlin, a blind inventor, of 338 West Twenty-fourth street, New York, was held for the Grand Jury last week on a charge of grand larceny, which consisted of his selling the same formula for making ink to two different men. The formula for his self-drying ink is as follows: "Forty pounds water, thirty pounds black scrap, two pounds brown shellac distilled in a quart of wood alcohol; one pound of parafine wax, one pound hard soap, one pound turpentine, thirty pounds lamp black, thirty pounds destrine and a quart of formaldehyde or one pound of salicylic acid."

The stationery store of Wulf Billeck, at 801 Halsey street, Brooklyn, was damaged by fire on Friday of last week.

Advancing an argument upon which little has been said heretofore, O. F. Chichester, a representative of the Eagle Pencil Company, has expressed himself as very much surprised that Springfield, Mo., should be asked to vote a bond issue of \$600,000 for a municipal water works. Mr. Chichester,

when in that city a day or two ago, gave as one principal reason for opposing the water works bond issue is the fact that capital would be frightened away from a city carrying such a heavy bonded indebtedness. Mr. Chichester is the man who located the plant of the Eagle Pencil Company here ten years ago. He established this plant, which employs a large number of men and has a correspondingly big payroll, in Springfield, without asking one cent bonus from the city and even without asking for the moral support of men or organizations. One of the principal reasons Springfield was chosen for the plant, Mr. Chichester said, was the fact that there was almost no bonded indebtedness. Should Springfield vote a heavy bonded indebtedness, according to Mr. Chichester, other enterprises will be kept away from the city because they will not have to establish plants in a city that will have an unusually high tax rate because of the heavy bonded indebtedness.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



HELPING BUILD UP EVERY STATIONERS' BUSINESS

This we are doing by our extensive advertising campaign in the leading magazines, whereby we are sending buyers for our leading line of papeteries to every stationer. Probably you have already received calls for this attractive line. You should have some **WARDWOVE WRITING PAPER** in stock.

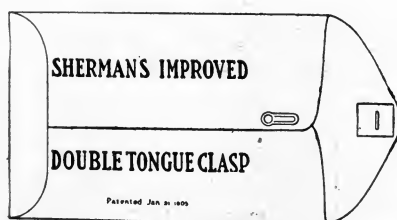
Drop a line to our nearest branch, and samples will be shown at your pleasure.

WARD'S

SAMUEL WARD COMPANY
57-63 FRANKLIN STREET

BOSTON

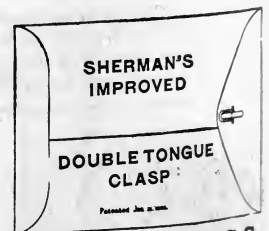
New York—621 Broadway. Chicago—35 So. Dearborn St. San Francisco—833 Market St.
REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's Improved Double Tongue Metal Clasp Envelope and the Sherman Sinographic Envelope. Send for Samples and Prices of Sherman's Improved Double Tongue Clasp



SHERMAN ENVELOPE CO.,

WORCESTER, MASS.

TRADE BELOW MARK

Chicago Stationers Complain that Trade Is Not What Is Expected at This Season
—Brief Items of Interest.

Western Office, THE AMERICAN STATIONER,
431 So. Dearborn St., CHICAGO, Nov. 21, 1911.

Trade has not assumed that condition which is ordinarily in evidence at this season of the year, and is not up to the mark expected of it. It is difficult to analyze the reasons for this, as conditions locally favor a heavy volume. Building operations are more active in Chicago for the season than they have been for years; clearances at the banks show an increase over last year and the previous one, and it is argued that business should be active. The only explanation offered is that buying is of the hand-to-mouth order, and that when general business gets down to the basis where confidence is fully re-established the volume will be largely increased by purchases running to larger quantities. Trade is not unsatisfactory as it is, but the factor of briskness is lacking. Buying for the holiday season is on a limited scale as yet, and when under full headway it is believed will supply the activity which is lacking now.

CATALOGUE COMMISSION AT WORK.

The Chicago members of the National Catalogue Commission have been hard at

work since the close of the Buffalo convention. Plans are being perfected for a joint meeting of the members of the Commission and the chairmen of the eleven permanent committees, to be held in December or January at some central point in the vicinity of Buffalo or Pittsburgh.

This meeting will probably consume three days of three sessions each—morning, afternoon and evening, during which the entire situation will be reviewed, the work divided and allotments made to each of the various committees. In the meantime the Commission is hard at work editing bulletins on inks, mucilage, paste and sealing wax; steel engraving and embossing, and rubber stamp goods, all of which it hopes to have in the field before January 1 next.

Harry S. Adams, Chicago manager for the Eaton, Crane & Pike Company, leaves tonight for a trip to Cleveland and Pittsburgh, which he expected would take a matter of three or four days.

W. H. Salm, representing the Eagle Pencil Company, of New York, who has just returned from a trip over his Western territory, is in the city and will proceed from here to New York when he has finished his work here.

John M. Benton, an Aurora stationer, was in the city on a purchasing expedition yesterday.

Guy Hamlin, representing the McMillan Book Company, of Syracuse, is calling on the trade this week.

Charles Shearman, the well-known representative of the National Blank Book Company, who has been making an extended Western trip, is expected to arrive here tomorrow.

R. S. Breckenridge, of the Chicago sales force of the Eaton, Crane & Pike Company, leaves tonight for Buffalo, N. Y.

W. R. Hodges, a stationer of Sleepy Eye, Minnesota, was buying goods here last week and took occasion to call on friends in the trade while in the city.

G. W. Simpson, representing the Robert Keller Ink Company, Detroit, Mich., was calling on the Chicago stationers last week.

P. S. Keeler, representing the Howard Hunt Pen Company, Camden, N. J., and the Blaisdell Paper Pencil Company, Philadelphia, is scheduled to arrive here tomorrow.

B. Parsons, a Madison, Wis., stationer, is in the city on business.

The Monarch Stationery Company is remodeling its store on Lake street in order to secure more shelf room and room for the display of goods. T. W. Williams, of this firm, has just returned from a trip extending over portions of Illinois, Iowa and Wisconsin and reports a good trade and the opening of a number of new and desirable accounts.

O. G. Ditmars, representing the Manifold Supplies Company, Brooklyn, announces through cards his arrival here on the 24th.

THOMPSON.

THE HOLIDAY PROBLEM SOLVED

The question of "What to give?" is no longer one which need vex the anxious Christmas Shopper.

The joy of giving is perpetuated by gifts of beautiful boxes containing

Crane's Linen Lawn

as they are useful after the contents have been exhausted.

These boxes are artistically decorated by hand in Gold and Colors and are suitable for Men and Women. May be used later for Handkerchiefs, Gloves, Veils, Neckties and other purposes.

Dealers will be interested in the publicity given these boxes through Magazine Advertising. Shipments will be made promptly.

Eaton, Crane & Pike Company
PITTSFIELD, MASS.

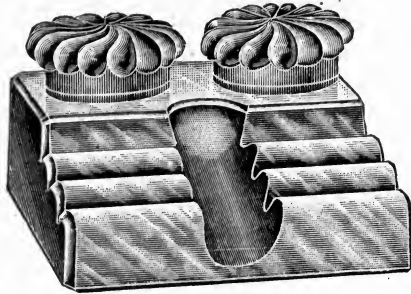
New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

NEW PARAGON INKWELL.

A new addition to its long line of Paragon inkwells has been made by the Frank A. Weeks Manufacturing Company, of 93



John street, New York. A cut of this well is shown herewith. As can be seen from the illustration, it is a two-well stand, one for black and one for red ink, the covers being colored red or black, to indicate the kind of ink they hold. The stand has three grooves for pens and also has a depression which allows space enough for the fingers to take up a pen with ease. This



AVIATOR FOUNTAIN PEN, MADE FOR AVIATOR OVINGTON.

new style has the combined merit of utility and beauty of appearance.

NEW TATUM NOVELTIES

The Samuel C. Tatum Company, of Cincinnati, has just added three new numbers to its line of stationers' specialties, a memorandum desk calendar, the "Gem Superba," which has a brushed brass base and leather cover. These are put up in a fancy box and are designed for the gift season. The company is also putting out a new cheap binder, "Utility," in three styles, suitable for legal papers, special correspondence, etc., requiring a temporary holder and transfer.

The company's new office punch, "Marvel," is guaranteed to punch more sheets than any other on the market. The company will be pleased to send its complete catalogue to those in the trade interested.

A NEW CLIP.

The Hoge Manufacturing Company, of 108 Fulton street, New York, will soon bring out a new clip with which it will supply its trade that wants something different from the company's Modern B clips, which has had a very large sale. The new clip is said to possess sufficient merit to make it a good "running mate" for the

Modern B. The Hoge company last week added two big distributing houses to its list of customers, which fact will considerably increase its sales.

AVIATOR FOUNTAIN PEN

Below is shown a cut of a special solid gold mounted Waterman's Ideal Fountain Pen, specially made, recently, for the well-known aviator, Earle L. Ovington. The design of the monoplane in relief on the cap is said to be one of the best reproductions ever made in any metal. This pen has been on display at "The Pen Corner" for some days, as a specimen of one of the most attractive hand designed fountain pens ever produced along this line.

TOOTH PICKS.

On page 7 of this issue will be found the advertisement of the Tower Manufacturing and Novelty Company, which this week calls attention to a new toothpick, which

the company has put in stock. They are known as Elasta Celluloid Tooth Picks, and are antiseptic and hygienic. They come packed in various sized boxes, and sell at a large range of prices. Some of them are transparent and come packed 10 picks in a package, 50 packages to a box, which has a neat hinge, and is made of pasteboard. The picks are either white or celluloid. Some of the numbers combine



one celluloid holder and have only four picks. They sell as low as 60 cents per dozen boxes.

HOLIDAY DECORATIONS

The illustrations shown on this page will give the stationer an idea of the very seasonable line of store and household trimmings which the New York News Com-



pany, of 15 Warren street, New York, has in stock for its holiday trade. As will be seen from the pictures the signs, the wreaths and the various kinds of festoons

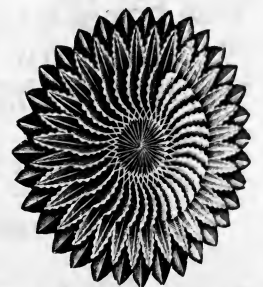
CHRISTMAS PRESENTS

can be used to excellent advantage in trimming the store for the holiday season. By doing this himself the stationer will create a demand for the goods that will surprise him. The prices at which these decora-



tions are sold are very low indeed. By consulting the company's catalogue full information will be obtained. Those stationers who do not happen to have a catalogue should write the company for one immediately.

The Employees' Aid Society, Inc., of the Eberhard Pencil Company will hold its



twelfth annual grand civic ball at New Eckford Hall, Greenpoint, L. I., on Saturday evening, December 9. Four prizes in gold will be drawn for by those who attend.



CARBON PAPER FACTS

COMPETITION

THE foremost manufacturer in any line is the one who knows best how to enable his customers to successfully fight competition. If he did not he would soon lose his position. Then again manufacturers who are successful do not have to compete with their own customers they do not go direct to the consumer, that is to say, first sell to the stationer and then do their best to prevent him selling the very goods they sold him.

We are the foremost manufacturers of Carbon Paper in the world and we do not sell direct to the consumer.

Would you not like to have samples of our goods?

MANIFOLD SUPPLIES CO.

A. L. FOSTER, President

O. G. DITMARS, Vice-Pres.

180 THIRD AVE.,

BROOKLYN, N. Y., U. S.

A Window Puzzler for Card Sharps

The rebus show card, pictured here-with was recently displayed in the window of the William H. Hoskins Company. It was markedly effective, for at all hours of the day and night it attracted spectators who remained quite long enough to puzzle out the full reading. The card was designed by Edwin Hartley, decorator, and William Nichol, head of the playing card and fountain pen department of the Hoskins store, and in its production there were used the cards and poker chips made by the United States Playing Card Company.

"You can't beat this:

"A (royal flush) nor our (full house) of playing cards, games and paraphernalia of all kinds. A (king) can be suited here. You don't need to put (checkers) on your wishes, but select to your (hearts) content. You can buy (diamonds) with the money you save here. There are many (chips) of the old (block) that like a (straight) game and in all (clubs) the quiet jack (pot) is enjoyed to the (queens) taste. We don't care a (deuce) what game you are playing, but you bet (cards and spades) we have it and an assortment large enough to break the (bank) of Monte (car) lo."

Large Sale of Hurd's Holiday Line

The holiday line of Geo. B. Hurd & Co., of New York, has enjoyed an unusually large sale this year, the Hurd force having been kept busy filling orders ever since the middle of last August. Even at this late date for holiday trade the remaining numbers still in stock are going very fast.

In the Hurd line there are a great many fancy shaped boxes with gilt beveled edges which are meeting with an unprecedented sale.

The concern's new Lotus Lawn is a very attractive correspondence paper coming in delicate striped effect, which is a distinct novelty in correspondence papers. It appeals particularly to fastidious people.

Hurd's Linear Cambric is a beautiful sheet showing a distinct and handsome embossed stripe effect, in which a raised embossed line is paralleled by another line made by the embossing instrument which has been reversed, raising the sheet on the opposite side of the paper. In other words, the stripe effect is that of a raised stripe and a depressed one. This is something unusual in correspondence papers.

In the Hurd line there are several new styles in black bordered papers, the same being accompanied by a new style flap envelope, both of which are a decided departure from the forms heretofore used. These mourning papers are enjoying a very ready sale, as they represent the latest ideas in such papers.


Papier de Luxe, which has become one of Hurd's best sellers, is shown in beautifully padded box tops embossed in gold, the paper being shown in all the beautiful tints




in Hurd's Lawnette and may be obtained in plain edge, gold beveled edge and fancy borders. The de Luxe papers come in a variety of sizes, and shapes.






Hurd's narrow oblong envelopes are shown in a variety of stocks put up in the

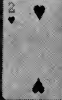

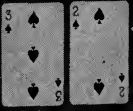

lar with discriminating users. There is also a very large and beautiful line of dance programmes. These are shown made up in Lawn Finish, Lawnette, Quadrette, Cheyrette, Neapolitan and the old-established Royal Blue, Red and Green. These dance

You Can't Beat This!

nor our  of Playing Cards, Games and Paraphernalia of all kinds.

A  can be suited here. You don't need to put  on your wishes, but select to your  content, and can buy  with the money you save here.

There are many  of the old  that like a  game, and in all  the good old  is enjoyed to the  taste.

We don't care a  what game you are playing, but bet you  and  we have it, and an assortment large enough to break the  of Mon-t--lo.

Hoskins

most artistic papeterie form that has ever been shown.

In the Hurd line there is a very large variety of card cabinets in plan and gold bevel, which are put up in the same style as the papeteries. These cards are very popu-

orders have been prepared especially to meet the demand for an artistic and beautiful dance order for select occasions. They are shown in gold edge and colored borders and are stamped from exquisite dies in colors or gold to harmonize.

"THE HOME OF THE HIGHEST GRADE LINE OF RUBBER GOODS MADE"

RUBBER



BANDS

You cannot afford to stock up on rubber bands without first dropping us a line and getting our prices and samples. Any rubber product bearing the trade mark "Daval" is the standard by which rubber products are judged, and you certainly desire the best. Our products bear our absolute guarantee.

DAVOL RUBBER COMPANY, Providence, R. I.



National 4 lbs.
 Union 2½ lbs.
 Columbian ... 2 lbs.
 Star 1 lb.
 Crescent 1 lb.

ECONOMY

The dollars and cents wasted in excess postage cannot be estimated where a postal scale is not used or where one is used that is not reliable.

It is a question of ECONOMY. The Pelouze Postal Scales will soon pay for themselves in stamps saved.

They are made in several styles, especially adapted for the large business house, office, store and home. They not only give the cost of postage in cents on all classes of mail matter but also give exact weight by half ounces.

There is no economy in a cheap postal scale. Those that sell for less are worth less. Inquire of your Stationer or Hardware Dealer.



Mail and Exp.16 lbs.
 Commercial ..12 lbs.
 U. S. 4 lbs.
 Victor 1½ lbs.

SEND FOR CATALOGUE OF POSTAL SCALES

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

ROOVER'S HAND EMBOSSER



Full Size, Model A
 A Splendid Holiday Seller

The best on the market, combining
 NEATNESS, CONVENIENCE, USEFULNESS, LOW PRICE
 Require little effort to sell—one sale leads to more



Single Initials—25 in a display box (except X) retailing for 25 cents each—to the dealer, \$3.75 delivered. Three Initials, \$1.00 each—To the dealer, 70 cts. delivered.

Samples of work and Price List, of our Extensive Line mailed on request. It's worth sending for as it gives full details.

ROOVERS BROTHERS, 100 Schermerhorn Street, BROOKLYN, N. Y.

"PAPERS OF QUALITY"

MOUNTAIN MILL SNOWDRIFT

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface; a relief from Harsh, Hard Surface Bonds.

MADE BY

MOUNTAIN MILL PAPER COMPANY

LEE, MASS.

LIST OF MOUNTAIN MILL SNOWDRIFT SELLING AGENTS:

- | | |
|--|---|
| WM. H. CLAFLIN & CO. INC'D.....No. 332 Summer St., Boston, Mass. | BEEKMAN PAPER & CARD CO.....No. 56 Beekman St., New York. |
| HOWARD FISHER PAPER CO.....Baltimore, Md. | F. D. SARGENTNo. 13 North Pearl St., Albany, N. Y. |
| MIDLAND PAPER CO.....No. 332 West Washington St., Chicago, Ill. | WESTERN PENNSYLVANIA PAPER CO.....Pittsburgh, Pa. |
| KINGSLEY PAPER CO.....Cleveland, Ohio. | A. HARTUNG & CO.....No. 24-26 South Marshall St., Philadelphia, Pa. |
| DIEM & WING PAPER CO.....Cincinnati, Ohio. | O. W. BRADLEY PAPER CO.....St. Louis, Mo. |
| BEECHER, PECK & LEWIS CO.....Detroit, Mich. | ZELLERBACH PAPER CO.....San Francisco, Cal. |
| JOHNSTON PAPER CO.....South Market Square, Harrisburg, Pa. | F. G. LESLIE & CO.....No. 240 East Fourth St., St. Paul, Minn. |
| THE C. F. LESH PAPER CO.....Indianapolis, Ind. | ZELLERBACH PAPER CO.....Los Angeles, Cal. |
| BENEDICT PAPER CO.....Kansas City, Mo. | H. N. RICHMOND PAPER CO.....Seattle, Wash. |
| JOHN LESLIE PAPER CO.....Minneapolis, Minn. | W. E. EBBETS PAPER CO.....Syracuse, N. Y. |
| THE E. A. BOUER COMPANYMilwaukee, Wis. | A. M. CAPEN'S SONS, Export Agents.....No. 60 Pearl St., New York. |

HOLIDAY CARDS

Stationers Should at Once Dress Their Windows for the Holiday Trade—Some Pertinent Suggestions for Cards.

As the holiday season is practically here, stationers should make a special effort to feature all the goods in their stocks that are suitable for presents. In their window cards they should call attention to their holiday novelties and should urge their customers to "shop early." A few suggestions for such cards are given below, it being taken for granted that all retailers will for the next month boom holiday trade.

CHRISTMAS TIME

Is almost here—the Gift Giving Season. As you will make some presents, we suggest that you look over our stock today.

CARDS, SEALS, TAGS, ETC.

These are the little accessories that thoughtful persons use to emphasize the holiday spirit.

CHILDREN'S NEEDS

Are many—We are equipped to supply most of them.

HOLIDAY PRESENTS

We have an exceptionally large variety of rare goods. Your inspection invited.

SEASONABLE NOVELTIES

We solicit an inspection of our line of Domestic and Imported Novelties. You should see them.

"SHOP EARLY!"

This is what all wise people are doing. Why not buy today and get the benefit of a large stock of fresh merchandise?

Marcus Ward's "Bon Ami" Greetings.

Marcus Ward Company provide a most refined medium for sending seasonable greetings at Christmas or the New Year in their "Bon Ami" greetings. These greetings consist of an envelope, which opens at the side and on which is printed from an engraved plate, in script, such greetings as "With Christmas Greeting and Best Wishes" or "The Season's Greeting, with Best Wishes." In the corner of the envelope is stamped, in natural colors, a floral embellishment, such as a spray of holly or a poinsettia, forget-me-not or violet. These "Bon Ami" greetings are frequently used by business houses to send to their customers, with their name, etc., printed on the blank visiting card provided with each "Bon Ami" greeting envelope.

Similar to the "Bon Ami" greetings are Marcus Ward Company's "Friendship" greetings, which have the engraving printed on the card enclosed, and the color stamping of the flowers referred to above on the envelope.

These "Bon Ami" and "Friendship" greetings have proved very popular in past years and are this season offered in a larger variety than ever before.

Samples and prices can be obtained from Marcus Ward Company, 116-124 Thirtieth street, Brooklyn, N. Y., or can be seen at their New York salesroom, 369 Broadway.

M

Electros and
Window Display
Material Sent
on Request

Xmas is but
23 Selling Days away.

Have you prepared your stock of

"SWAN SAFETY"
(THE FOUNTPEN OF QUALITY)

for a Big Fountain Pen Business?

This is a Fountain
Pen year

Imprinted
Xmas Circulars
Supplied to
Every Dealer

MABIE, TODD & CO., 17 MAIDEN LANE, NEW YORK

Established 1843

209 S. State St., CHICAGO, ILL.

124 York St., TORONTO, ONT.





Quality Service and Price

These are the strong factors in any line of merchandise. When a manufacturer sets out to popularize a certain line of goods and spends his money advertising it, he naturally thinks first of its *Quality*. He sets a standard for this, and he maintains it. He can not afford to lower this standard, for if he does, all the expense of introduction is lost. The consumer has learned the wisdom of *buying* advertised goods, because he knows a judicious advertiser will not falsify. Wise stationery dealers are stocking the new

DeLuxe Line

of standard loose-leaf devices, because they know it is made on a high standard of *Quality*, and that more money is being spent in acquainting the consumer of this standard than was ever spent before in a loose-leaf advertising campaign.

The De Luxe Line satisfactorily meets every loose-leaf requirement from the highest grade current ledger down to the simplest sheet holder. It is made right, packed right, priced right, and shipped promptly on receipt of order. The burden of our Sales Department does not end when De Luxe goods are placed on your shelves, but when they are sold to your customer. The De Luxe advertising campaign is free to you with your first stock order. Send for the DE LUXE DEALERS' PROPOSITION — to-day — and get the *right* start in Loose Leaf.

C. S. & R. B. CO., Inc.
Sacramento and Carroll Avenues
CHICAGO, ILL.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone	Cable Address
4603 Beekman	Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

The American-Hawaiian Paper and Supply Company, Honolulu, writes: "Your publications are essential to our business. We are over 5,000 miles from the market, still they keep us in touch with matters."

CO-OPERATION

On the first reading page of this issue we publish a communication from a Western dealer in which he calls attention to the aid in selling his goods which he receives from manufacturers, as compared with the shabby treatment accorded their customers by the jobbers. This complaint brings up an old question, that of selling direct, which has been the cause of considerable disturbances in the trade for the past few years.

As is well known, both the retailer and the jobber have complained that the manufacturer has sold trade that each claimed as his own. The special grievance of the retailer, however, against the manufacturer has heretofore been that the maker of staple articles would not sell the retailer at all, as by doing so he would alienate the jobbers, with whom he had made arrangements to supply the trade. Even when retailers combined their purchases and therefore became of wholesale size as far as

new orders were concerned, some manufacturers have refused to sell them, referring them instead to the jobbing houses that distributed their goods. The refusal of the manufacturer to sell the retailer caused extreme bitterness in cases where the jobber had sold the consumer at the same prices, or less than the retailer asked. This encroachment on his legitimate field angered the retailer, and when the manufacturer would neither chastise the jobber or give the retailer the benefit of the wholesale price, the retailer was mad indeed. The special enmity of the retailer is, however, directed towards the jobber, whom he accuses of all the commercial crimes on the calendar.

In view of the undecided claims of each as to what is their legitimate trade, the letter from the Western stationer is of interest, as perhaps indicating a change of affection on the part of the manufacturer, which, in this instance at least, is much appreciated by the new love. There is certainly food for thought for the jobber in this communication, as it foreshadows evil consequences for him should the manufacturers put some of their great resources at the service of the retailer, supplying him with business literature, window cards and window trimmers, all of which aids to sales have come into use with the awakening of the manufacturers to the benefits of publicity.

Without further comment we commend to our readers what the Western dealer has to say on the question.

PRICE-CUTTERS

That great interest is taken in our legal articles, written by Elton J. Buckley, was amply demonstrated last week when that gentleman ventured an *opinion* that was a variance with all recent legal decisions on the question of whether a manufacturer could dictate selling prices to the retailers. The decisions referred to all held that a manufacturer of unpatented articles could not control the selling price of the retailer, he having lost control of his goods the moment he sold them to the distributor (retailer).

As this is one of the vital questions affecting the stationery trade, we were not surprised at the inquiries that came in for Mr. Buckley's *authority* for his *opinion*. Naturally, the trade concluded that this *opinion* was based on some decided cases about which they had not heard. If there

were any such cases the manufacturers would give a great deal to know about them, as the bane of their lives is the wanton cutting by retailers of their advertised selling prices. As the whole story is told in the correspondence in this issue, there is no need to here go into all the facts.

As will be seen by Mr. Buckley's answers to the letters of inquiry sent him, he makes a distinction between the cases where manufacturers sold their goods to retailers, the latter signing a *contract* to sell at certain fixed prices. All the cases decided by the courts, Mr. Buckley says, turned on the question of these *contracts*. Because of this fact he contends that the decided cases do not affect his *opinion* that a suit in equity would be entertained by a court and an injunction probably granted in cases where a retailer demoralized the sale of a manufacturer's product by selling the same at less than a profit-yielding price.

ROUNDABOUTS.

BY THE TRADE LOUNGER.

Speaking of his change of base, from Fulton to Van Dam street, New York, Hampden Hoge told a little secret that is not without interest.

"I wouldn't tell anybody else," said he, "but I know you won't give it away. The fact is that Merckle and Williamson gave me the job because I am a chauffeur of renown, having had three cars and no deaths. When I get that new ink bottle auto that they promised me, I am going to name it the "Dixie No. 4," as I am going to put it in motorboat Dixie's speed class. It's going to be made so that I can carry a surplus supply of gasoline in the big ink bottle. Then when the weather is fine I can take vacation spins all over the suburbs. There is, however, just one thing about this new job that worries me, and that is the fact that nothing was said about repairs. Of course, I like it if the company will pay for the repairs, but if it's the other way then I'll go broke in a few weeks. I've had three cars, so I know what I'd be up against. I must see about that right away."

The ink-bottle car referred to by Mr. Hoge has become one of the familiar novelties in auto construction in New York City. It consists of a mammoth bottle of ink placed upright just back of the driver's seat. The car is painted red, with the name of the Thaddeus Davids Company and its products appearing on it in various places. The car was one of the first autos built for business purposes, of which the body construction was in imitation of the owners' products or followed the shape in which they were packed. The Davids company adopted the ink bottle as its "business sign," and as a result of the hustling character of the late "Steve" Buckham the "Ink Bottle Car" was known to all New Yorkers and did much to advertise the products of the Thaddeus Davids Company.

TRADE ACTIVE

Philadelphia Stationers Find Conditions Good—Conservatism Disappearing—Engravers to Organize—Personal Mention.

(From Our Regular Correspondent.)

PHILADELPHIA, November 21.—The week's developments in the movement to organize the engraving and embossing trade into an

Mr. Wright will leave the city this morning for a Southern trip, but before doing so will send out a letter to the minority of firms who have not yet responded, urging either an acceptance or a rejection by December 1. At this time he expects to return to the city and he will then, after a conference, fix the time of meeting. "The results of the letters which thus far have been received," said Mr. Wright this evening, "assure the success of the movement.

to urge organizations in Louisville, Atlanta and Savannah. At the latter city he expects to eat his Thanksgiving Day dinner and witness the auto races.

TRADE CONTINUES ACTIVE.

Local trade continues to be uninterruptedly active. The Thanksgiving Day novelty trade is, of course, the matter of immediate moment, but behind is the holiday season, with indications from advance buying of a very satisfactory market. It has been noted during the week that there is coming a gradual easing up of the conservatism of the retailers in placing orders.

The George E. Mousley sales force was supplemented during the week by George Roehl, who for thirteen years has been with the import toy and fancy goods house of William C. Schoeneman & Co., Strawberry street. Mr. Roehl will probably go on the road. Additions also have been made to the inside force, and night work has just begun.

William B. Snyder, of the White & Wyckoff Manufacturing Company, called on the trade during the week.

Major Bardenheuer, of the American Pad & Paper Company, made the rounds last week.

William P. Binker, well known in the trade, has now so far recovered from the major operation he recently underwent as to be able to visit his associates. He will be ready to resume business in a few weeks.

Charles Banta, of the American Paperie Company, and R. W. Weissenborn, of the American Lead Pencil Company, were other visitors. E. A. Ashley, of the Japanese Tissue Mills, will be here before the week ends.

Ernest L. Tustin, secretary of the William H. Hoskins Company and Recorder of



INTERIOR VIEW OF THE STORE OF E. FRANK WINFIELD, GRAND JUNCTION, COLO. (See Page 3.)

association have been such that the success of the project is now assured. The first meeting of those interested will be held early in December, the date being still held open in order to accommodate the largest number, and at that time Philadelphia will establish an engraving trade association and will become affiliated with the national body. The encouraging news was received during the week that Boston has just organized, and through Philadelphia influence it is expected shortly to have organizations established in Louisville, Atlanta and Savannah.

FIRMS THAT WILL JOIN.

Up to this evening there had been sent out by E. A. Wright, Jr., who is agitating organization, thirty-five letters of invitation to engraving firms to participate in the movement. There have been received in reply eighteen letters, of which seventeen contained declarations of intention to join the organization. Among these are such firms as the Wright Company, the William H. Hoskins Company, Dreka & Co., James McCarthy, Stewart & Steen, Thomas J. Beckman, the Wanamaker Store, social engraving department; the Dittmar Engraving Company and Bond & Co. Williams & Marcus expressed the opinion that they saw nothing to gain by joining the proposed association.

Philadelphia will organize, and I am hopeful with practically all in the trade as members."

The Wright firm recently became affiliated



AN EATON, CRANE & PIKE CO. WINDOW DISPLAY IN STORE OF E. FRANK WINFIELD, GRAND JUNCTION, COLO. (See Page 3.)

with the National Association, and it is Deeds-elect, will assume office on the first therefore his purpose on his Southern trip Monday of December. E. R. G.

BIG HOLIDAY TRADE

Boston Stationers Are Confident that This Year's Holiday Business Will Beat the Record—News of the Week.

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, November 21, 1911.

The nearer the approach of the real holiday business season, the more apparent it becomes that this year is going to be an exceptionally good one among the stationery trade. Not only are these indications among the local dealers true, but are evidenced by the influx of suburban buyers who are flocking here at the last moment to have their holiday needs taken care of. What little doubt existed among the jobbing trade a week ago as to belated business clearing up the stocks on hand, has been completely removed by the business of the past week. It now appears very doubtful if there will be any leftover stock when the final curtain is rung down on the 1911 holiday deliveries.

STAPLES IN GOOD DEMAND.

One of the best bits of evidences that conditions are good is the demand for staple lines, as one manufacturer who has just made the rounds of his eastern customers, stated: "I am several thousand dollars ahead on my fall business this year and despite the faultfinding in some sections in the East, this indicates to me that general business is good, otherwise why should there be such a call for my staple lines? If it were novelties for holiday trade which I was manufacturing I would not be surprised at my increase in sales regardless of the sentiment among stationers of sections of the East."

EARLY SHOPPERS ARE OUT IN FORCE.

The early holiday shoppers have already

made their appearance and their ranks are being largely added to every day through the movement among the merchants to influence the public to buy their holiday needs now rather than during the last weeks of the season. The demand for holiday books is already making its appearance by the increasing business among the book departments. Blank books, diaries, leather and brass goods are receiving their share of the demand, while some of the department stores have been making a special feature of social stationery with good results in the sale of large quantities of fancy box papers.

ITINERANT MERCHANTS A PEST.

There appears here about this time every year a class of men known as itinerant merchants who set up shop in doorways, alleys or where it is possible to hire a small vacant store. These parties, without any responsibility to anyone other than the landlord, worm their way into the graces of the purchasing public by offering supposedly standard articles of merchandise at prices many times below the cost of manufacture, provided they were standard goods. It has been a number of times agitated among the merchants of this section to have some action taken whereby these itinerants would be forced to post a bond to protect the public against their fraudulent practice or in some way make them so amenable to the law that they would be discouraged in locating here. Talk is now rife that the local stationers will take hold of this subject and with the assistance of the Boston Chamber of Commerce bring the matter to a focus so that irresponsible individuals will be prohibited from further administering fraud on an unsuspecting public.

George E. Gile, of the firm of Herbert Johnson & Co., of London, England, who are London agents for F. S. Webster Co.,

was here for ten days as a guest of G. F. Malcolm, general manager of F. S. Webster Co., and visited many points of interest around Boston. He left last Monday with Mr. Malcolm for New York, Washington and Philadelphia, intending to sail for London from New York on last Wednesday.

F. KABUS CONGRATULATED BY THE TRADE.

F. Kabus, of the Kabus Rubber Co., of New York, was here during the past week calling on the members of the local trade, who congratulated him on his starting in business for himself.

An interesting fact is that the John A. Lowell Bank Note Co., of this city, printed all the tickets used in the football games played this year at Harvard. When one considers that over two hundred thousand tickets have been used and that the tickets for each game are of a different character, and the further fact that there has been no reported attempt at counterfeiting, it certainly has been a most remarkable piece of work.

BOWLING LEAGUE STANDING.

The following is the standing of the Boston Stationers' Bowling League up to and including November 18:

	Won.	Lost.	Pin-fall.
Adams, Cushing & Foster.	20	4	7630
Samuel Ward	19	5	7702
Carter's Ink Co.....	13	11	7419
Thorp & Martin Co.....	12	12	7278
Barry, Beale & Co.....	11	13	7268
Thos. Groom Co.....	10	14	7320
Wm. M. L. McAdams....	9	15	7106
New England News.....	2	22	5862

Harry J. Fink, representing Louis Fink, of New York, dealer in loose leaf devices and stationery specialties, spent several days of the past week visiting the local

(Continued on page 24.)

ONCE TRIED — ALWAYS USED

Satisfied and happy customers are the most valuable assets to your business, and that is just what the Acme Lumber

Crayon will give you

STRONGER ∴ *BETTER* ∴ *CHEAPER*



USED IN MANY OF THE LARGEST LUMBER CAMPS AND MILLS IN THE COUNTRY
GET SAMPLES AND SUBMIT THEM TO YOUR CUSTOMERS

THE AMERICAN CRAYON COMPANY
SANDUSKY, OHIO AND WALTHAM, MASS.

The Paper with Distinction and Daintiness is always a Custom-maker for the Dealer

Here is a letter which we have received from a woman who has used KEITH PAPER.

AMERICAN PAPETERIE COMPANY,
Albany, N. Y.

Keyser, W. Va.

Gentlemen:

Just received to-day your sample box of writing paper, and I cannot resist telling you that it is the best paper I have ever used.

I always use good paper, for I think no one can write a letter on coarse, scratchy paper.

It is with a feeling of pride that I mail this afternoon four letters written on your paper, for I know they carry with them an air of distinction and daintiness that will be admired and appreciated when received.

In the future I shall use KEITH'S PURITY LAWN, and if I cannot procure it here I will write you.

Thanking you for the paper, I am,

Respectfully yours,

(signed) _____

The best way to please your customers and build up your stationery business is to carry KEITH'S PAPERS, because discriminating women desire it. This paper has been widely advertised in the *Saturday Evening Post*. Write for samples.

American Papeterie Company

Albany, N. Y.

Quincy, Ill.

MOORE'S

THE ORIGINAL NON-LEAKABLE FOUNTAIN PEN

It won't leak



If You Carry a Good Thing, Let the Public Know It—
place it where people can see it and keep it in front of them all the time, for as Arthur Brisbane, the famous newspaper editor, says, "There is great power in Repetition,"—"Repetition is Reputation."

Practically every man and woman is a possible fountain pen customer. Every man or woman who ever looks through the advertising pages of a popular magazine is familiar with the name "Moore's Non-Leakable," and most of them are well acquainted with its merits. You can make capital out of the Moore's reputation by displaying them in your show window where passers-by can continually see them—and where the power of repetition will have its effect. Moore's will not only make your store known for carrying the kind of goods that people want, but it will actually bring customers to your store.

ADAMS, CUSHING & FOSTER, 168 Devonshire Street, Boston, Mass.
Selling Agents for AMERICAN FOUNTAIN PEN CO.

ADVICE TO SALESMEN.

Be a Good Listener—Be Accurate—Avoid Carelessness in Correspondence—Cultivate a Good Memory—Know Catalogue.

Very few salesmen realize the value, in salesmanship of *good listening*, says a writer in the Hardware Reporter. Inexperienced salesmen seem to think they must do all the talking. They interrupt the customer. They break into his conversation. This is a serious mistake. The man who listens has an opportunity to think. One of the first points in good salesmanship is to get the mental attitude of the customer, to catch step with his line of thought, to find out exactly what he wants and just what he dislikes. Some of the best salesmen I have ever known have been apparently quiet men. They were not voluble talkers, but they were invariably good listeners and keen observers, and when they did talk *they talked to the point*.

My advice as an old salesman to young men just starting on the road—and the time is approaching with the beginning of the new year when a whole flock of new salesmen will try their wings—is to observe carefully, *listen eloquently*; in a word, study your customer and get him sized up properly before you talk too much. As a rule, older merchants are unfavorably impressed by young salesmen who have the manner of being "fresh," pert and unduly talkative.

CAREFUL ATTENTION TO LETTERS.

Another weakness of many salesmen—for which there is really no good excuse—is their carelessness in answering promptly letters from their house. Most houses ask the salesmen to answer letters on the front or back of the original letter. This should invariably be done when it is not necessary to keep the original as a matter of record. A salesman by putting his catalogue on his lap and using it as a desk can answer most of his letters on the train between stations.

Then a salesman should form the habit of reading letters *carefully*. It is a fault of most salesmen that they are careless readers. They do not concentrate their minds on the letter. They overlook important points. Such a habit leads not only to many errors and much trouble in conducting business, but it is an exceedingly bad thing for the salesman himself, *because he drifts into the mental habit of inattention*. He allows himself to be careless. He is not getting accurate, efficient work out of his own mind. This indifference and carelessness become customary with him. He grows careless in his own affairs. He does not get facts straight in his mind. He does not remember names and dates. Instead of having a clear, definite and clean-cut memory, he soon develops a poor, musty, murky think-tank. No young man who expects to make his mark in the world

or to earn the best comforts of life can afford to fall into such a rut.

Put it down as a maxim "*that accuracy is the basis of all good business.*" No business man can afford to be inaccurate even in the smallest things. This is not on account of the value of some little transactions, but because a good business man will not allow himself to fall into such habits. As you rise in the world and come in contact with the more prominent men in business—men who have climbed to the top in the industrial world and in finance—you will find that they are exceedingly keen and accurate in very small matters. This has been impressed upon me in my contact with successful men. Bank directors, for instance, remember not only the names of men but also their initials, and when men are discussed at board meetings of the bank it is surprising the small things that some of the millionaires around the board have a habit of remembering. Details that many young salesmen would not consider of the slightest importance a prominent financier would immediately note and take advantage of.

Often in traveling you will ask a salesman, "Who is that man you bowed to?" The answer is: "Oh, I don't remember his name. He is just some fellow I have met." This is mental carelessness. If you have met the man you should know his name and who he is. You should make this your business. You cannot tell when knowing this man's name and greeting him by his name may be of great advantage to you.

Some salesmen call month after month and year after year and sell goods in a certain store without ever learning the names of the clerks in the store. This, again, is mental laziness. They could learn and remember these names if they tried, but it is too much trouble to try. "What!" I can hear a salesman say, "do you expect me to know the names of all the clerks in all the stores on my territory?" "Certainly," I answer. And you could do it without difficulty if you had formed the habit years ago of training your mind to do just such things, but as you passed up all mental effort of this kind day by day you are now not mentally equipped to do it—the job is too big for you.

RELYING TOO MUCH ON THE CATALOGUE.

The same thing is true in learning the talking-points on your goods and the prices on your line. Some salesmen are compelled to refer to their catalogue for every price. They cannot write up an order without referring to the catalogue for numbers and sizes of goods. They depend upon their catalogues instead of training their memories. I remember on one occasion in Mississippi the salesmen of several jobbers were trying to sell a new stock of goods. The merchant asked them prices. All the salesmen but one referred to their catalogues on every price. This one man quoted prices off-hand. His prices were about the same as those of the other sales-

men, but the merchant bought the new stock of him because he was impressed with the fact that this salesman understood his business better than the others did theirs.

BIG HOLIDAY TRADE

(Continued from page 22.)

trade and other dealers in suburban sections.

V. W. Williamson, representing Thaddeus Davids Co., of New York, was here yesterday booking orders with the local dealers and expects to clean up quite a line of business while in this vicinity.

W. H. Steele, representing the Sanford Manufacturing Co., of Chicago, made his periodical visit to the local field during the past week and as usual was beaming with an optimistic sentiment on the question of future business.

Messrs. Teller & Peterson, representing the S. S. Stafford Co., Inc., of New York, made the rounds of the local trade in pairs during the last of the past week.

Sam Hodges, for many years with George F. King, and for the past few years with Adams, Cushing & Foster, is now associated with Hooper, Lewis & Co. Mr. Hodges is one of the old guard of stationery salesmen in this section and is well known by the members of the trade of this vicinity.

Among the traveling men to visit the trade during the past week were John A. Sherman, of the Sherman Envelope Co.; W. H. Nelson, representing the Whitcomb Envelope Co.; Charles E. Banta, representing the Eastern Tablet Co.; Mr. Crowley, representing Smith Tablet Co.; J. W. Parker, representing the American Photo Color Co., of New York, and W. D. Shattuck, representing Parker, Stearns Co., of New York.

Among the recent applications for membership in the Boston Stationers' Association were William Frost, of Thomas Groom & Co.; Henry Dix, of Dix & Comer; E. H. Bush, of the Old Berkshire Mills Co., and F. W. Vaughn, of Vaughn & Upton Co.

A. A. TANYANE.

Whiting's Egyptian No. 5.

This new up-to-date size in correspondence papers is just the thing for business men, it being a little longer than the regular sizes and somewhat narrower. An oblong envelope is made to go with the new sheet. This style can be supplied the trade in any Whiting paper, but the Whiting Paper Company recommends its woven linen and bond papers as especially suitable. The Egyptian No. 5 is selling remarkably well, it being a departure from the conventional, which adds dignity to commercial correspondence.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.

"DO IT NOW"

Send your order before the
freezing weather sets it for

**BARNES NATIONAL INKS
AND MUCILAGE***"Quality" The Best*

BLUE-BLACK WRITING FLUID

Copying—Combined Jet Black, Carmine, Violet,
Red, Blue and Green**BARNES FOUNTAIN PEN FLUID**

Put up to retail in 5 and 10c bottles

WRITE FOR PRICE LIST

Barnes National Ink Co.

222 N. 5th Street, Philadelphia, Pa.

New York Agency, 305 West 43rd St.

"Pacific Coast Agency"

H. S. Crocker Co., San Francisco, Cal.

Crayons**"STAONAL"**For Kindergarten, Marking
and Checking.**"DUREL"**Hard Pressed for Pastel
Effects.**"CRAYOLA"**For General Color Work,
Stenciling, Arts and Crafts.**"AN-DU-SEPTIC"**Dustless White and
Colored Chalks.Samples furnished upon
application.**BINNEY & SMITH CO.**

81-83 Fulton St., New York

If the decision between the best and second best
papers for business correspondence is the choice
between a first and a second class impression of a
firm, your customers should be shown

**Strathmore
Parchment**

It is not difficult to convince one that "Strathmore Qual-
ity" will reflect credit on his business ideals.

Write for the Strathmore Parchment Text Book. It
will show you why—if you don't already know, and you
can show him.

**The "Strathmore Quality"
Typewriter Papers and Manuscript
Covers**

range from Strathmore Deed and Strathmore Parchment
down, comprising ten grades of various surfaces and thick-
nesses. Also two grades of Manuscript covers. Write for
the sample book. It contains the line you can't afford to
be without.

**Strathmore Paper Company**

Mittineague, Mass., U. S. A.

Successors to

Mittineague Paper Company

WE OFFER TO THE TRADE**PURE RUBBER BANDS**

Made of the finest Beni Bolivian Fine Para
Rubber, guaranteed for 5 years, at the right price.

Write for samples and quotations.

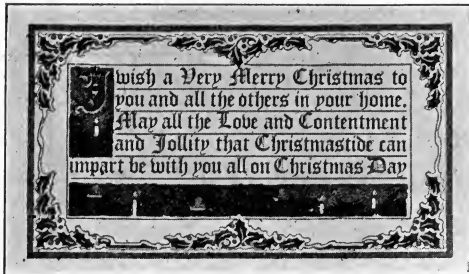
KABUS RUBBER COMPANY, 44-60 E. 23d Street, New York

POST CARD WORLD

Christmas and New Year's Cards

In its supplement to its Post Card Catalogue the American News Company, 9-15 Park place, New York, has listed and briefly described a beautiful assortment of Christmas and New Year's cards. Stationers should certainly see these cards as they are exceptionally fine.

Styles 1957 and 1974 contain 100 designs, each card bearing the date, "December 25, Christmas Day," which is placed in a circle in the top. This line has an exceptionally large variety of subjects and has special



value, as it represents a combination of the outputs of large American factories.

Styles 1975 and 1987 includes 75 designs, all typical of the New Year.

Style 2114 is a New Year real gelatine post card. There are 30 designs in this assortment. As the cards were all imported, new stocks can be delivered when the line is broken. Stationers should, therefore, order quickly in order to get a full assortment. These cards are of rare beauty.

Style Nos. A-366 and 1215 are Xmas motto post cards, and contain thirty designs. They are made of heavy cardboard and contain appropriate Christmas sentiments.

Style 2005 is a combination Xmas and New Year motto post card. For high-



class workmanship these cards cannot be surpassed. They are works of art.



Style No. 1224 are real steel die cards in 24 designs. This card is made only in

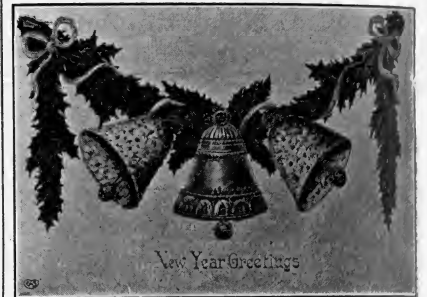
Germany. The designs and embossing are very delicate and dainty. They are just the cards for the better class of trade.

Style No. A-613 is a unique card that should have a big sale. It has the holly and holly berries embossed in odd and interesting designs.

Style No. 1417-22 comes in Xmas and New Year assorted air brush post cards. The cards are all of approved American design, but have all been made in America.

Style No. 1163 is known as the Ario Xmas post card. "The cute little scenes," says the publisher, "which the artists have woven into the designs on these cards give them a distinct and beautiful effect."

Among the other styles are Xmas and New Year leaflets, which have a little leaflet, fastened with a ribbon and opens up

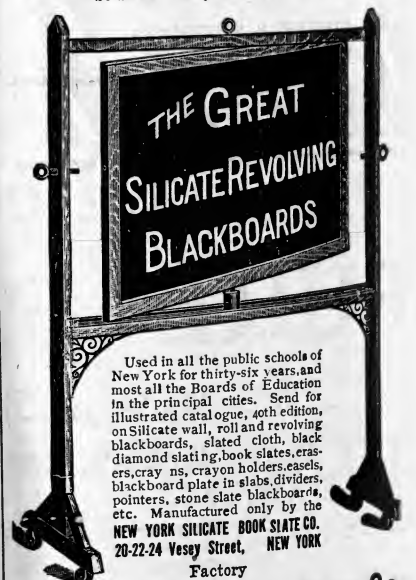


showing a neat Xmas message; real gelatine and real gold cards, which are exceptionally beautiful; imported cards with silk centers; steel die New Year post cards, and many numbers in high-priced fancy Xmas and New Year post cards.

As stated above, the trade will miss something of exceptional beauty and of special value if they fail to see a stock of these cards. Many of the cards come in transparent glassine tissue envelopes.

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the NEW YORK SILICATE BOOK SLATE CO. 20-22-24 Vesey Street, NEW YORK Factory

N. Y. Silicate Book Slate Co.
631-633 Monroe St., Corner 7th St., Hoboken, N. J.



1825 THE BEST 1911 EIGHTY-SIX YEARS

ago Davids' Inks were noted for their excellence, but we have progressed; our labor is more skilled, our plant modern, the equipment up-to-date. These all make for perfection—a better product—

DAVID'S SIGNATURE INK DE LUXE

Buy from a house where quality advancement has been featured. It is good business to do so.

THADDEUS DAVIDS CO., 95-7 Van Dam St., N.Y.

Inks, Mucilage, Paste, Sealing Wax, Etc.
OLDEST INK HOUSE IN THE COUNTRY.

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL
BLANKS, Etc.

FANCY GOODS

Selected lines of Fancy Goods specially adapted to the Stationery trade

A. L. SALOMON & COMPANY

Wholesale Stationers

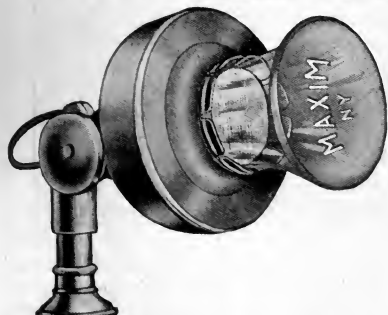
Aluminoid Pens

345-7 BROADWAY, NEW YORK



MAXIM

Antiseptic Telephone Mouth Piece



MAXIM TELEPHONE MOUTH PIECES
MAXIM CHECK STUB HOLDERS
MAXIM MOISTENERS

Now Manufactured by
Frank A. Weeks Mfg. Co. 93 JOHN ST N. Y.

HARD LUCK, BUT—

Expressions of sympathy did not prevent the loss of the pen, and yet the man with



THE MODERN "B" PEN AND PENCIL CLIP

shows how easy it is to prevent a similar occurrence. This same thing is happening every day, and every day you are losing business if you do not handle and push this popular clip.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York
Also "MODERN B" Thumb Tacks, Modern Gem Paper Clips, Etc.

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS.

RICHMOND, VA.

CORRESPONDENCE SOLICITED

A Sample of Good Advertising.

The letter printed below, together with the advertising matter enclosed, are respectfully referred to the readers of THE STATIONER, because of suggestions they contain for profitable advertising:

INDEBTED TO "THE STATIONER."

"AMERICAN STATIONER, New York.

"GENTLEMEN: We enclose an advertising medium which we think one of the best we have ever used, and shall be pleased to have you publish same. We see that one of these enclosures is in every package that goes out, and, as you will notice, this also advertises our leading brand of paper, we "kill two birds with one stone."

"We trust this may be of some benefit to other dealers, as we have secured so many valuable suggestions and ideas of others through your most valuable publication, THE AMERICAN STATIONER."

"Yours truly,

(Signed) "ABRAM BOOK COMPANY.
"November 18, 1911."

OUR APPRECIATION.

We are pleased to be favored with your patronage today, and trust that everything will prove satisfactory. If for any reason you are not pleased with your purchase, we trust you will report the matter, either personally or by phone, that the mistake may be adjusted.

OUR AMBITION.

Is, by earnest endeavor, to make this store one in which our people may justly take pride. To accomplish this we must have your patronage.

We will strive to merit it by serving you well.

Yours respectfully,

ABRAM BOOK COMPANY.

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for
Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards }
Hurds Royal Red Stock } \$3.00
St. Patrick Cards } per 100
Hurds Royal Green Stock }

The kind we have made so popular

A Very Unique Window Display.

Herewith is shown a picture of a window display arranged by the Riverside Printing Company, of Port Huron, Mich., large publishers, printers, blank book manufacturers and office suppliers of that city.



The company's window display illustrated in this cut was rather a unique one, which created considerable local attention. It was strong by virtue of its simplicity. There was just the pen suspended by invisible strings and hanging free in the air. Beneath the pen point was a large sheet of paper with the word "Riverside" finely

written on it. An electric fan in the distance made the point of the pen move just enough as though it were writing the name of the house. The bottle of ink was one of the large size display bottles furnished by the L. E. Waterman Company,

and the hand pointer one of the special hand window pasters, also prepared by the Waterman people.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

PRINTER WANTED, who is familiar with printing on tissue and crepe. Address B. C., care American Stationer.

SITUATION WANTED—Blank book superintendent, thorough knowledge in all details; twenty years' experience, both job and stock work. Address D., care American Stationer.

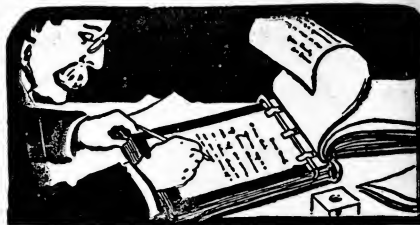
YOUNG MAN WANTED, single, experienced in retail commercial stationery; also one experienced as book salesman. Drew Co., Jacksonville, Fla.

FOR RENT—Part of first floor for sample room. Very desirable Broadway location for out of town manufacturer of stationery or fancy goods at low rent to one in kindred line from February 1st. National Papeterie Co., 425 Broadway, New York.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

AGENT WANTED to sell on commission manufacturer's line of high grade tablets, pound papers, papeteries, note and composition books, especially adapted to the large retail trade. Address Tablet, care American Stationer.

TRAVELLING MAN wanted, calling on stationers and engravers, to handle side line of die cut visiting cards. Address C. A. M., care American Stationer.



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

**THIS BILL BOOK A REAL TIME SAVER,
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

ST. LOUIS, MO.

BALTIMORE, MD.

F. WEBER & CO.

1125 Chestnut Street, PHILADELPHIA, PA.

Manufacturers, Importers and Dealers in

**ARTISTS' MATERIALS AND
DRAUGHTSMEN'S SUPPLIES**

We have made up for the HOLIDAY SEASON a large assortment of Outfits in neat and attractive boxes, making useful and acceptable CHRISTMAS PRESENTS and comprising the following Outfits:



- Oil Color Outfits - \$1.50, \$2.50, \$3.50, \$5.00
- Students' and Children's Water Color Outfits \$1.75, \$2.00, \$2.25
- Artists' Water Color Outfits - - - \$1.75, \$2.25, \$3.50, \$5.00, \$5.75
- China Painting Outfits - - - - - \$5.00, \$6.00, \$10.00
- Stenciling and Tapestry Painting Outfits, \$1.00, \$2.50, \$3.50, \$5.50, \$7.00
- Pyrography Outfits - - - \$2.00, \$2.25, \$3.00, \$3.75, \$4.50, \$5.50
- Pastel Outfits - - - - - \$2.00, \$3.50, \$4.00, \$5.00
- Modeling Outfits - - - - - \$1.00, \$1.75, \$2.25
- Mechanical Drawing Outfits - - - - - \$3.00, \$3.75, \$4.75

LARGER AND MORE COMPLETE OUTFITS MADE UP TO ORDER

Brass Craft Outfits and Articles for decorating
New PYRO-BRASS Craft Articles
Water Color Paint Boxes of every description
Mathematical Instruments of all qualities

List of "Holiday Suggestions" mailed on request. Liberal discount to the trade.

Modeling Tools, Stencils and Stencil Colors, Brushes, etc. Write for Catalogue of Artists' Materials, Vol. 325

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES 32, 34 and 36 Bleecker Street NEW YORK
20 Beekman Street

A NEW STYLE LOCAL VIEW POST CARD

PANEL MONOTONE.

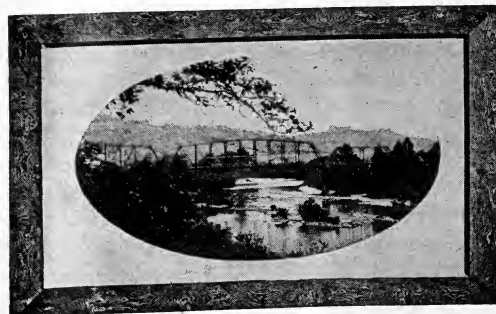
\$5.50 PER 1000

DISTINCTLY DIFFERENT from any other style Local View.

QUALITY the same as all our other high grade products. Every card we make is an advertisement for us.

FOR THIS REASON Kropp cards sell rapidly.

YOUR PROFITS ARE BIGGEST on Quick selling Goods. Therefore, try Kropp cards and make more money.



Made to order from good Photo, any Size.

SATISFACTION GUARANTEED.

FULL SAMPLE ASSORTMENT UPON REQUEST.

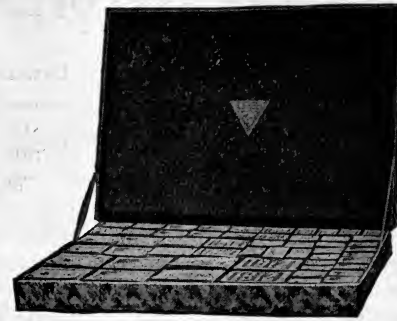
QUICK DELIVERY.

E. C. KROPP CO.

230 JEFFERSON ST.

MILWAUKEE

MANUFACTURERS SINCE 1898.



**Calendar
Pads**

We have just a few of the various sizes in stock.

If you need pads, order now as we are rapidly closing out all of our different designs which we have carried in four different sizes.

We also have a few assortments left for immediate delivery, but they will not last long.



MAKING ENVELOPES

It Has Become a Highly Technical Business,
Involving Many Operations—Processes
of Manufacture—Sizes Considered.

An envelope does not look a very formidable manufactured article, but the various processes of manufacture are many and highly technical, says a writer in the Stationery Trades Journal. Of recent years the adaptation of machinery in many of the operations has given the manufacturers a speedy and efficient assistance to cope with the trade requirements. "Hand" methods are slow and costly, and are practically reserved for large and special sizes, and quantities too small to place on a fast running machine.

The recognized note and letter sizes mentioned in the last issue are stock sizes for the manufacture of which special machines are installed, but there are many "out" or "between" sizes, as they are sometimes called, that have to be manufactured almost exclusively by hand. This branch of the manufacturing business is relatively of even greater importance than the machine department, and requires special aptitude and skill on the part of the operator. Incidentally one is tempted to remark that like many other articles the "hand-made" is the stronger and better production.

THE SIZES OF ENVELOPES.

We have already described two designations of envelopes, viz:

- (a) Court or square sizes.
- (b) Commercial or oblong sizes.

There is another applied to larger envelopes called:

- (c) Official and professional sizes.

In dealing with these we come to what may be termed perhaps the most technical descriptions known or used in the trade.

For all practical purposes envelopes are divided into two classes, so that no matter what the size may be they must come under the definition of "envelope" shape or "bag" shape, the essential difference between the two being that in envelope shape the sealing flap is placed on the "long" side of the envelope, while in bag or pocket shape (both names are generally recognized) the sealing flap is on the narrow side of the envelope.

This vital difference is of supreme importance in the writing of orders, and under no circumstances should it be omitted.

The only safeguard the buyer has lies in quoting the maker's stock number, which usually designates both sizes and shape; if this were omitted also, correspondence and its consequent delay ensue.

THE BAG SHAPE ENVELOPES.

The usual recognized official sizes which with most manufacturers are in bag shape, are as follows:

NAME.	SIZE.
Foolscap	8 $\frac{3}{4}$ x 4
Large foolscap	9 x 4
Extra large foolscap	9 $\frac{1}{2}$ x 4 $\frac{1}{4}$
Draft	10 $\frac{5}{8}$ x 4 $\frac{5}{8}$
Large draft	11 $\frac{1}{2}$ x 5
Prospectus	11 x 5
Large prospectus	12 x 6
Brief	14 x 5

The above are generally known as the long sizes for official purposes.

SQUARE OR BROAD SIZE ENVELOPES.

The square or broad sizes which are so largely used for books, catalogues, price lists, heavy enclosures and professional purposes, are:

NAME.	SIZE.
Foolscap 8vo.	6 $\frac{1}{2}$ x 4 $\frac{1}{4}$
Post 8vo.	7 $\frac{1}{2}$ x 5
Large post 8vo.	8 $\frac{1}{4}$ x 5 $\frac{1}{4}$
Medium 8vo.	9 x 6
Extra medium 8vo.	9 $\frac{3}{8}$ x 6 $\frac{3}{8}$
Foolscap 4to	19 x 7
Post 4to	9 x 8
Deed	12 x 9
Large deed	12 x 10
Foolscap and	
Small post—flat	15 x 10

Larger sizes than these are not usually stocked but made to order only.

It is worth while noting that foolscap envelopes are in large demand in ordinary or envelope shape, but the larger sizes in this shape are not generally made owing to the long gumming area required to seal the flaps.

In giving the sizes above enumerated it must again be borne in mind that with the different wholesale manufacturers the variation of area in the size of an envelope sold under the same title or for the same specific purpose is most noticeable, although only differing in fractions of an inch. The amount of clearance required over and above the size of the enclosure apparently affords ample justification for these differences, apart from the limitations of mechanical appliances in the several factories.

PROCESSES OF MANUFACTURE.

Within the limits of these articles and without the means of demonstration, or further, of technical illustration, it is difficult to adequately describe them, but a brief description will perhaps be interesting to the stationer.

Paper.—The first thought of the manufacturer is to avoid waste, and almost equally to avoid carrying too many sizes of flat paper in stock.

Stock sizes of envelopes and those that sell in large quantities have special areas of paper from which they are cut, so that the cost of paper is reduced to a minimum. This accounts for the fact that odd sizes are so much dearer, not necessarily because manufacture is more costly, but because the paper does not cut to the same advantage.

It is a desideratum that paper for envel-

opes should be well matured, so that when the shape is cut out they will lay flat for subsequent operations.

Another peculiarity of envelope papers is that the position of the chain lines in cream laid, etc., is immaterial. In consequence of the angular shape of an envelope the chain lines may run down or across or at varying angles without producing any apparent disfigurement, whereas in note papers they must run parallel to the foreedge.

This applies with even greater force to watermarks. In note paper the chaining is made so that the watermark falls in correct position on the cut sheet. In the envelopes to match, the watermark may run anywhere, and in some sizes may escape the envelope altogether.

One of the problems of the manufacture is the difficulty of working up a making of paper so that the separate sizes of flat paper used for the note and the envelope shall pan out equally, otherwise the subsequent making may not match in shade. One or the other may be used up first according to trade demands. The papermaker, with all the modern advantages of chemical analysis, cannot guarantee an absolute but only a business match.

This explanation will, it is hoped, enable the stationer to have a little sympathy for the difficulties of the manufacturer and the papermaker.

Having decided upon the most economical size of paper to stock, the next operation is that of—

CUTTING THE SHAPE.

This operation has been preceded by some anxious thinking and experiments. Like the laws of the "Medes and Persians," once the cutter is made it is unalterable. For good or ill a shape is decided upon that not only in itself has some artistic merit, but has to adapt itself to the mechanical adjustments of the machine on which it is to be folded.

The first form of envelope was made from a square sheet of paper with four corners cut out with a "chisel" by hand. By this method a very serviceable low cut envelope is produced. This experiment can easily be made: Take a sheet of paper say, 8 by 8, fold this over twice triangular way, then cut out a little below the center of the long edge a "V" shape piece about half an inch deep, open out and crease the four flaps at right angles and the result will be an envelope size 5 $\frac{1}{2}$ by 5, diamond shape. The reason for cutting below the center is to allow the necessary overlap for the top and bottom flaps for sealing purposes.

This method of producing an antique cut envelope is followed at the present day, the only improvement being that instead of a chisel being used a hand appliance cuts out the four corners at one operation, in bulk.

A very large number of envelopes are bound to be cut by hand, as it is impossible for any one maker to keep in stock every

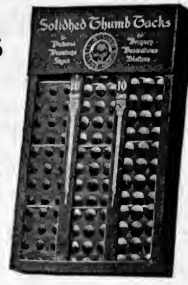
(Continued on page 32.)



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



BIG BARGAINS (In Regular Goods Not Job Lots)

7,500,000 IMPORTED

POST CARDS and BOOKLETS

Christmas, New Year and Birthday. Over five thousand designs are now being offered to the trade at prices far below their value by the old reliable firm of

Established 1865 **JOSEPH KOEHLER, Inc.** Forty-six Years at the same stand
150 PARK ROW 2 doors from Pearl Street NEW YORK CITY
WE HAVE NO BRANCHES Write for Free Rack Offer Call or send for Catalogue



In White and Colors Unexcelled for Blackboard
Makes a Fine Soft Mark, Easy to Erase; Clean, Economical, free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.

ACCEPTABLE GIFTS

DAYLOGUES
Are Perpetual



"A diary, that is good for all years"

There are years of success back of
Carter's Inks

and years of success ahead of the dealer who sells them

MADE ONLY BY
KIGGINS & TOOKER CO.
35-37 PARK PLACE, N. Y.

DISCOUNTS CUT PRICES

In the Book Trade Large Discounts Have Had the Effect of Increasing Cuts in Prices—Net Price System Best.

It is now generally appreciated that a retail bookstore cannot be run on sound business principles at a margin much less than 25 per cent. on actual sales, if indeed this estimate is not too low. Dealing with this question editorially, the Publishers' Weekly says:

"Even the department store book departments, if they keep up anything like the full stock of the special bookstore, must face a similar disproportionate cost for this particular department, in addition to a fair allotment of general overhead charges. In the old days of high retail prices and excessive discounts, when cut rates were the rule, all retail dealers in books suffered from the insufficient actual margin between the prices which they got and the prices which they paid. As a result of bitter experience in the demoralization in the retail trade and the lack of profit in the department bookstores, the net price system came about and saved the day and the trade. The net system worked so well that there came general pressure from the retail trade upon the publishers to make fiction net, and within the past year this demand has been generally complied with.

"The net price system, of course, involved closer discounts, so close, in fact, that retailers protested that there was not enough margin for them to live on. Whether publishers reduced the prices of net books or in some instances offset the increased cost of manufacturing books by holding to the former price, there was no surplus profit left for the publishers themselves beyond normal return. But a number of houses, in association with W. B. Clarke, urged the publishers to make larger discounts, especially for quantity sales, and as far as practicable this request has been honored by most publishers, in the hope that sales would thus be stimulated without demoralization or detriment of the market.

"It is always a natural temptation, however, to follow large discounts with cut prices. We have reason to believe that net prices, both for general works and for fiction, have been very generally maintained, and that the exceptions have been few and negligible, though now and then we hear of this or that complaint. Of course, the temptation is chiefly felt in fiction, which is held to be the best bait to attract buyers. Whether or not this is so is a matter for fair doubt, but the temptation exists. And it takes a practical shape in a method of price cutting, which, though quite within the letter, is quite without the spirit of the net price system. One well-known house in a Western city has recently put forth a catalogue in which the earlier books of standard authors, exempt from the general understanding because they have been published more than a year, are offered at cut

rates. The reason for exempting from net treatment at the end of the stated period was that retail booksellers might be able to get rid of slow stock by special prices. It should not apply to live books of standard authors, books which have earned their vogue and are the most profitable stand-bys both for publisher and retailer.

"The natural results of so mistaken a step are threefold. In the first place, such price cutting is almost sure to be met by like or larger reductions on the part of local competitors. Then the publisher comes to the understanding that his discounts are unnecessarily large because they are thrown away, and he finds it wise to return to closer discounts again. There is reason for him to do this, particularly on books of this class, where his large advertising expenditures have produced their result and where he is now entitled to a fair profit from his investment. Finally, there is danger that any return to cut rates will have a general effect on the general market and bring about a return to the very evils from which the trade has emerged and against which the houses in question have been strong protestants.

"A word to the wise should be sufficient. Net prices should be maintained on net books so long as they continue to show life, and the exemption should be put in practice only when it is necessary at the end of the year to put 'dead' novels on the bargain counter. We may add the word of caution that it is unwise to meet such rate-cutting, even locally, by other rate cutting; the wise course is patient and reasonable argument as to the unwisdom of such a practice. To start general rate cutting because this or that brother has proved weak in the faith is a fundamental mistake which we trust the trade will not countenance."

MAKING ENVELOPES

(Continued from page 30.)

variation of size and shape that is required.

In order to produce hand cuts as economically as possible a very ingenious contrivance, worked by hand, is used. This is called a "slide" knife, and consists of four corner cutters so fixed that they slide parallel and at right angles to each other upon a measured bar so as to cut any size envelope or bag within the compass of their extension. These placed upon a pile of work previously cut to the required area, take out the corners at one operation by means of a hand lever or power press.

For stock sizes that are cut by the hundred thousand or million a shaped, forged and tempered steel cutter or knife is used. A pile of paper is placed on the bed of a punching machine worked by power, and the required number from a sheet are consecutively punched out. The "blanks," as they are then called, are placed in piles ready for the next operation.

It may be mentioned that while every effort is made to ensure absolute mechanical

accuracy, it is rather difficult for the operator to maintain this, as a highly tempered steel cutter in constant use develops a "spring" in its passage through the paper, which produces slight variations between the top and bottom cuts.

An easy way to tell the difference between the two methods of cutting is:

Hand cuts follow a straight line.

Machine cuts are shaped or curved.

A stationer can easily make this comparison from his stock goods.

GUMMING THE FLAPS.

This is one of the most technical operations in connection with the manufacture of envelopes, also the one from the public point of view which affords the user the greater satisfaction, if the envelope can be instantly and efficiently sealed. To secure this desirable result it is almost a truism to say that too much gum is as bad as too little. The objective of the manufacturer is to get the desirable mean; too much gum makes a film between the two paper surfaces which can be peeled, and consequently the more easily opened, while too little does not give the requisite adhesion. That sufficiency of the adhesive both in strength and quantity enables the flap when moistened and sealed to effectively adhere to the under flaps that they become practically welded together.

The paper itself is the great obstacle. Some qualities absorb more gum than others, and due allowance must be made for this, especially in engine-sized papers. Smooth papers take the gum more readily and evenly, while mill or rough finished papers require more liberal treatment. High class papers also require careful handling during this operation, owing to the tub and animal sizing making their surface hard, greasy and slippery.

There are many kinds of adhesives used, but they may for all practical purposes be divided into two classes:

- (a) Dextrine and starchy mixtures;
- (b) Pure gum (arabic).

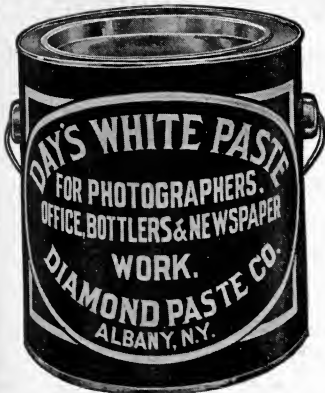
As long as the method of moistening with the tongue is in vogue, every care is taken that no deleterious admixtures are used for gumming the flaps, while the increasing use of pure gum evinces the desire of the manufacturer to study the public.

It is a curious fact, however, that, owing to the transparency of pure gum, it is not so well liked, as, although it has greater adhesive properties, it does not make so attractive a finish to the flap as its darker substitutes.

There are four methods of applying the adhesive—two by hand and two by mechanical power. Those in the trade can very easily distinguish which method is used by a casual examination of an envelope, but it is somewhat difficult to explain in print.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.

6 & 12 lb. Pails. 6 oz. Jars.



The reason that Consumers always come back for *MORE* of
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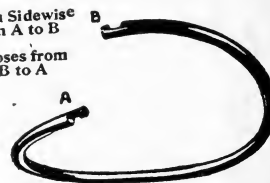
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OBITUARY

ARTHUR B. TYSON.

Arthur Bertine Tyson, who for many years was the superintendent of the Diamond Point Pen Company, of New York, died on Thursday of last week of heart failure at his home, 76 Van Siclen avenue, Brooklyn. Mr. Tyson was born in the old Temperance Village, which now forms that part known as South Brooklyn, and as a penmaker was the first to make gold pens in that city. He was in his seventy-fourth year.

HENRY B. LEVY.

Henry B. Levy, president and manager of the Diamond Point Pen Company, at 86 Fulton street, New York, died suddenly of apoplexy about 8 o'clock last Tuesday night on the elevated railroad station at Ninety-third street and Columbus avenue, that city. He had just stepped off an uptown train and was on his way to his home in the Turin apartments, at 331 Central Park West. Station attendants carried him into the station. He was dead when an ambulance surgeon arrived.

Mr. Levy was about 44 years old and was married. Besides being president and manager of the pen company, he was president of the Service Realty Company and secretary of the Palisade Realty Company.

Spending Money a Pleasure

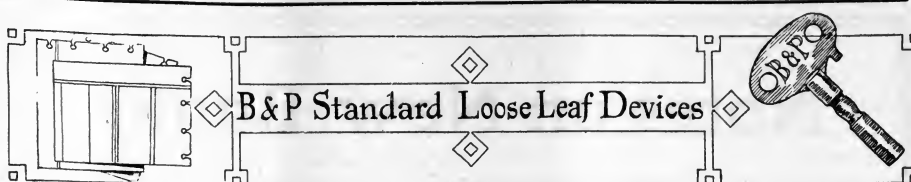
The J. K. Gill Company, Portland, Ore., an old subscriber to THE AMERICAN STATIONER, in renewing its subscription last week, wrote: "Spending money is sometimes a pleasure, i. e., when the amount happens to be \$2, and the renewal of our subscription to THE AMERICAN STATIONER is the object."

A Talk on Cost Accounting

At the regular monthly meeting of the Stationers' Association of New York, held at the Arkwright Club, 320 Broadway, that city, on Monday evening of this week, J. Lee Nicholson delivered an address on "Cost Accounting." This address, together with a report of the discussion which followed, will be published in pamphlet form by the association's Publicity Committee. A number of non-members were guests of the association for the evening.

The trade friends of E. H. Harrar, of the C. Howard Hunt Pen Company, and the Blaisdell Paper Pencil Company, will learn with regret of the death of Mr. Harrar's mother, who died at her home in New York on Friday of last week.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.



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Notes on New Books

Popular Books of the Week

The New York Public Library, Circulation Department, reports books most in demand, excluding fiction, for the week ending November 22, as follows:

Browne's, Schreiner's, Bennett's, Jenkin's, Key's, London's, Everywoman, Woman and Labor, How to Live on Twenty-Four Hours a Day, Behind Turkish Lattices, Love and Marriage, Cruise of the Snark.

"Within the Silver Moon"

It's the very nicest kind of a fairy tale, a modern one, they call it, "Within the Silver Moon," by Madge A. Bigham (Little, Brown & Co., \$1.25). It is dedicated to fourteen little boys and girls, whose first names are all given, and they will be sure to like it. The "Little Mother" of the Orphan Home, Elizabeth Jane, is the heroine of the book, and many people would not think it very nice to be just that kind of a heroine. Elizabeth Jane is a little orphan herself, but a big little orphan—eight years old, so she helps take care of the baby orphans. So many of them there are, but Elizabeth Jane loves them all. And Elizabeth Jane has eyes that see pleasant things that no one else sees.

Perhaps that is the way she happens to see Silverwings the fairy when, with his wonderful silver ladder that will reach to the moon, folded under his arm, he steps into her window one night. And Elizabeth climbs up to the moon, but not to stay—oh, no, for there are all the dear babies down below and the big fat matron to help. Well, it's a long story, and in one of her trips to the moon Elizabeth Jane takes all of her forty-seven dear babies with her and they see Mrs. Santa Claus, wearing a white apron and with a big spoon in her hand. Of course,

there's a living happy ever after in the story end, and the Little Mother is going to have a life she will like very much.

Finn of the Fenn

"The High Deeds of Finn" form one part of the Bardic romances of ancient Ireland by T. W. Rolleston in the volume with that title (Thomas Y. Crowell & Co., \$1.50). They have the charm and wildness and beauty of "Erinn" of olden days. There are stories of three cycles, those of the earliest days, the mythological, later the legendary, and finally the Fenian days, those of the great militia of Ireland, the Feni or Fianna. And when Finn was "Captain of the Fianna of Erinn with him came their glory and with his life their glory passed away." In the days of Finn he gave away gold as if it were the leaves of the woodland and silver as if it were the foam of the sea.

There are weird mystery in the story that could only have come from Ireland, and the illustrations in sixteen full-page—done in softest color tones by Stephen Reid, are delightful. It is a large volume of 214 pages, with a long introduction by Stopford A. Brooke, notes on the sources of information and a pronouncing index.

"Adventures of Bobby Orde"

Only Stewart Edward White himself could say, for sure, whether he meant "The Adventures of Bobby Orde" (Doubleday, Page & Co., \$1.20), to be a children's story for grown-ups or a grown-up story for children. Bobby Orde is a sturdy youngster of ten years who, in the course of the tale, passes, by the propulsive power of his experiences and his developing intelligence, from little boyhood into the larger horizoned region of youth.

The "adventures" of the title are the experiences which furnish the motive power. In writing them Mr. White seems to have been guided sometimes by the intention of writing a story for children. But presently he forgets all about the small-yearred audience, and, absorbed in his own amused study of the childish mind, his pen glides upward away above their heads. Each chapter is delightful, of its own kind, but it is a bit bewildering to be plunged, after a simple little narrative of a child's visit to a logging-boom, into the psychology of a ten-year-old love affair.

LATEST PUBLICATIONS

History and Biography

"The Real Meaning of Chantecler and a Short Biographical Sketch of Edmond Rostand." By Valerie de Kermen. New York: F. H. Rice. 50 cents.

"The Ten Republics." An introduction to the South American Series in Porter's Progress of Nations. By Robert P. Porter. London: George Routledge & Sons.

"Stories From Old French." By Robert D. Benedict. Boston: Richard G. Badger.

"Prison Life in the Old Capital, and Reminiscences of the Civil War." By James J. Williamson. West Orange: By the Author. \$1.50.

"Some Family Letters of W. M. Thackeray, Together With Recollections." By Blanche Warre Cornish. New York: Houghton Mifflin. \$4.

Poetry

"The Country by the Sea." By Henry Robinson Palmer. 12mo. Providence, R. I.: Brown Alumni Magazine Company.

"The Quest of a Soul." By Martha Arnold Boughton. 12mo. New York: Fleming H. Revell Company.

"Egyptian Melodies, and Other Poems."

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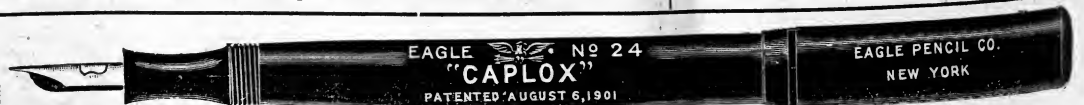
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 "A Rape of Hallowe'en." By Henry Percival Spencer. Boston: Richard G. Badger.
 "Poems." By C. E. d'Armoux. Boston: The Poet Lore Company.
 "Right Off the Bat." By William F. Kirk. New York: G. W. Dillingham Company. 50 cents.

Travel and Description

"The Ride of the Abernathy Boys." By Miles Abernathy. New York: Doubleday, Page & Co. \$1.20.

Miscellaneous

"Child Nature and Child Nurture." By Edward Porter St. John. New York: The Pilgrim Press.
 "United States Official Postal Guide." By Authority of the Post Office Department. Albany: J. B. Lyon Company \$3.50.
 "Fighting Ships." Edited by Fred T. Jane. London: Sampson Low, Marston & Co.
 "Business English." By Edwin Herbert Lewis. Chicago: La Salle Extension University.
 "Pitman's Commercial French Grammar." By W. M. Draper. New York: Isaac Pitman & Sons.
 "The Standard American Drawing and Lettering Book." Drawn and Arranged by Peter Idarius. Chicago: Laird & Lee.
 "Beauty Culture." By William A. Woodbury. New York: G. W. Dillingham Company. \$2.
 "Commentaries on the Law in Shake-

speare. By Edward J. White. 8vo. St. Louis, Mo.: F. H. Thomas Law Book Co.
 "Bird Stories from Burroughs." By John Burroughs. 12mo. Boston: Houghton Mifflin Co. \$1.60.
 "The Home University Library." 12mo. New York: Henry Holt & Co. 75 cents. Vol. XVI. "Liberalism." By J. L. Hobbhouse; Vol. XVII, "Crime and Insanity." By Dr. C. A. Mercier; "The Opening Up of Africa." By Sir H. H. Johnston.
 "Biyonde Cifrun." (Beyond Zero.) By George D. Buchanan. 12mo. Boston: Buchanan & Co.
 "Paper-Bag Cookery." By Nicolas Soyer. 12mo. New York: Sturgis & Walton Co. 60 cents.
 "Essential Elements of Business Character." By Herbert G. Stockwell. 12mo. New York: Fleming H. Revell Co. 60 cents.
 "The Stunted Saplings." By John Carleton Sherman. 12mo. Boston: Sherman, French & Co. 60 cents.
 "Talks on Poise, Health and Voice." By Jennie Conell. New York: Gotham Press. Pamphlet.
 "The Howell System." By Charles H. Howell. 12mo. New York: Isaac H. Blanchard Company.
 "Mother Carey's Chickens." By Kate Douglas Wiggin. 12mo. New York: Houghton Mifflin Company.
 "A Life of Grant; for Boys and Girls." By Warren Lee Goss. 8vo. New York: Thomas Y. Crowell Co.
 "The Aeroplane at Silver Fox Farm." By James Otis. 12mo. New York: T. Y. Crowell Co.
 "The Circle K; or, Fighting for the Flock." By Edwin L. Sabin. 12mo. New York: Thomas Y. Crowell Co.

"Boy Scouts in the Maine Woods." By James Otis. 12mo. New York. T. Y. Crowell Co.
 "A Mother Goose Reader." By Charles W. Mickens and Louise Robinson. 12mo. New York: Silver, Burdette & Co.
 "The Paracelsus of Robert Browning." By Christian Pollock Denison. 12mo. New York: Baker-Taylor Company.
 "Vocational Algebra." By George Wentworth and David E. Smith. 12mo. New York: Ginn & Co. 50 cents.

NEW EDITIONS.

"The Vicar of Wakefield." By Oliver Goldsmith. 12mo. Boston: Little, Brown & Co. \$1.25.
 "A Tale of Two Cities." By Charles Dickens. 12mo. Boston: Little, Brown & Co. \$1.25.
 "Cranford." By Mrs. Gaskell. 12mo. Boston: Little, Brown & Co. \$1.25.
 "The Imitation of Christ." By Thomas A. Kempis. 12mo. Boston: Little, Brown & Co. \$1.25.
 "The Essays of Elia." By Charles Lamb. 12mo. Boston: Little, Brown & Co. \$1.25.
 "Wonders of the Colorado Desert" (Southern California). By George Wharton James. 8vo. Boston: Little, Brown & Co. \$2.50.
 "Eureka." A prose poem. By Samuel Henderson Newberry. 12mo. New York: Broadway Publishing Company.
 "Random Recollections of an Old Political Reporter." By William C. Hudson. 12mo. New York: Cupples & Leon Company. \$1.25.
 "Industrial Causes of Congestion of Population in New York City." By Edward Ewing Pratt. 8vo. New York: Longmans, Green & Co. ("Studies in History," Economics and Public Law Series.)

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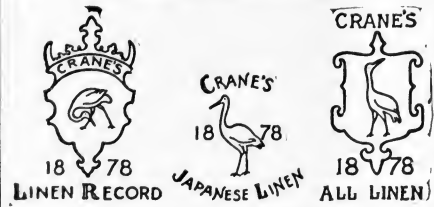
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